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THE NATIONAL NEWSPAPER OF MARKETING

Sponsors, Nets Shift and Swap Radio, TV Shows

NEW YORK, Dec. 6—Traffic along radio and television row this week could have used a revolving door to accommodate advertisers who were moving in and out and from one network to another.

NBC lost a radio show, "Philip Morris Playhouse," to CBS, but it was an even exchange. The latter is losing Vaughn Monroe's Saturday night session (R. J. Reynolds Tobacco Co.) to NBC, where the program will qualify for a contiguous rate with "Grand Old Opry." This shift will take place in January.

Crosley division, Avco Mfg. Corp., will replace General Foods Corp. as sponsor of "Father Knows Best" (NBC) in January. Benton & Bowles had handled this drama for Maxwell House coffee and will continue to handle it for Crosley.

■ Campbell Soup Co., which has been presenting "Double or Nothing" twice daily, five-times-a-week over the same network, is canceling the afternoon broadcast of the giveaway. Ward Wheelock Co. is the agency.

On the credit side for the Columbia radio division: Starting Jan. 1, Mars (Leo Burnett Co.), which has been carrying "People Are Funny" on alternate weeks, will go weekly with the show. Hillbilly singer Carl Smith will broadcast a daily five-minute program for Kellogg Co., beginning in January. This time also was bought through Leo Burnett. Campana Sales Co. (Wallace-Ferry-Hanly Co.) will broadcast five minutes of news on Sunday afternoons. (Continued on Page 123)

The Broadcast Advertising Picture

Beginning on Page 49 of this issue and continuing through Page 113, ADVERTISING AGE presents a comprehensive review and analysis of the broadcast advertising picture—both radio and television.

Presented purely from the standpoint of the advertiser, this material is designed to sketch out the current picture and the major trends and, in particular, to help users of broadcast advertising assess values in the interim period in listening and viewing which now exists.

NBC Will Go Ahead with Reorganization Plans, Despite Opposition of Affiliates

NEW YORK, Dec. 7—National Broadcasting Co. made it clear this week that the order is still full speed ahead on plans for reorganizing its radio network structure and revitalizing its AM sales operations despite affiliates' plea for at least a temporary stay.

Organized station opposition to the network's proposal for a market by market re-evaluation of radio rates—a major part of the over-all network revision—came to a head during the waning hours of NBC's annual convention in Florida last week.

At that time affiliates passed a resolution commending the network for its leadership and asking that the "affiliates be given an opportunity to develop immediately with NBC further pertinent data essential to the determination of present-day radio values... and that adoption of the new rate formula be held in abeyance pending completion of this research." Station operators said they would be willing to finance the additional study.

■ The resolution calling for a delay was passed by a vote of 72 to 22; the rest of the 181 affiliates represented chose to abstain. In their (Continued on Page 8)

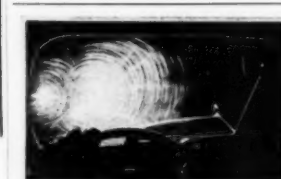
AANR Eyes TV with Jeune Eye; Chooses Officers

DETROIT, Dec. 5—The American Assn. of Newspaper Representatives here this week pledged itself to an expanded and aggressive program in 1952 to promote the increasing advantages of newspaper advertising to manufacturers who face tougher competitive conditions in the new year.

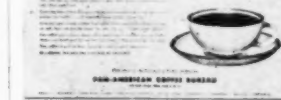
The AANR will direct its vigorous campaign particularly at those manufacturers who must get greater selling efficiency out of their advertising appropriation.

While the word wasn't mentioned too frequently or prominently it was apparent that the group's greatest concern was the encroachment of television at a time when reduced civilian production will necessarily require retrenchment in the advertising appropriations of many larger industries—particularly in the auto- (Continued on Page 4)

NARTB TV Code Is Effective March 1



On New Year's Eve,
 "when it's 'one for the road,'"
 be sure it's coffee!



'STEAD OF LIQUOR—Federal Advertising has scheduled this 1,000-line ad for the Pan-American Coffee Bureau in 153 newspapers in 134 cities on Dec. 28. Domestic coffee roasters and distributors will also carry the ad over their own signatures.

WASHINGTON, Dec. 7—TV's "code of practices" will become effective March 1, 1952, the National Assn. of Radio and Television Broadcasters announced today.

While technical changes have been made, the code "promulgated" by the association today retains all the major provisions of the document endorsed by telecasters at a meeting in Chicago, Oct. 19.

Telecasters who cooperate in the industry's "self regulation" effort will be pledged to an affirmative effort to make TV a "family medium."

Participating stations and networks are authorized to display a seal signifying their acceptance of TV's "code."

■ To put teeth into the effort, a five-member national review board is established to investigate complaints against stations using the industry seal. Where repeated lapses remain unexplained, the board is authorized to revoke the station's authority to use the seal.

In moving ahead with the code, TV board members of NARTB ignored mutterings of industry members who suggested the association was panicked into adopting the code as a result of the pressures exerted by Federal Communications Commission Chairman Wayne Coy and Sen. William Benton (D., Conn.).

Several times in recent weeks Chairman Coy has urged the industry to move ahead with its code, and has suggested that FCC will call its own meeting on programming unless there is evidence that the industry intends to deal with programming issues. (Continued on Page 123)

CBS Radio Division Offers Advertisers Two New Sales Plans

NEW YORK, Dec. 7—The race by major radio networks to outdo each other with new gimmicks for pleasing advertisers was intensified this week, with Columbia Broadcasting System moving ahead of the field.

Howard S. Meighan, president of CBS Radio Division, announced two new plans designed to give additional flexibility—a word (Continued on Page 4)

Highlights of the Week's News

Television's severest critics may have to change their tune. The National Assn. of Radio and Television Broadcasters' board will put the TV standards code into effect on March 1, 1952. Page 1

National Broadcasting Co. plans to continue full speed ahead with its radio network reorganization plans despite the spanking which the affiliates gave network brass last week. New network rate schedules may be effective by next July. Page 1

Dodge plans to cut its ad expenditure by one-third, drop spreads in magazines and shift some color copy to b&w—but Dodge is not alone. Budget cuts probably will be made by all auto manufacturers. Page 2

Old John Q. Public may have a doubt or two, but the American Medical Assn. insists that Americans are getting more and better medical care for the same proportion of their budgets than they did 20 years ago. Page 18

How do you protect advertising themes, formats, artwork, slogans and copy material from piracy? It is possible and Attorney Harold Vogel offers a detailed plan for doing it on. Page 31

Research data on 70 foreign countries is now available to American advertisers as a result of the efforts of 400 investigators who work without fanfare under the banner of Overseas Business Services. Details on. Page 38

Videodex, Nielsen, American Research Bureau and Trendex all measured television viewing during the first part of November. Their findings appear on. Page 44

AA's readers' comments this week range from the problem of brand-choice influence, through perfume imitations to some fine points about the tender art of barber shop quartetting. Page 118

Newspapers' 1951 revenue probably will set another alltime record, but not all classifications are up. There has been a definite drop in newspapers' national advertising, for example. Details on. Page 127

Corporation executives who have plans for dabbling in politics via institutional advertising had better review their plans carefully. Some who dabbled last year now have burned fingers. Page 129

REGULAR FEATURES

Ad Market Place .120
 Along Media Path .122
 Coming Conventions .117
 Creative Man .34
 Dept. Store Sales .115
 Editorials .12
 Employee Relations .34
 Eye & Ear Dept. .36
 Getting Personal .20
 Info for Advertisers .120
 In Washington .129
 Mail Order Clinic .36
 Obituaries .26, 123, 127
 Photo Review .124
 Production Tips .36
 Rough Proofs .12
 Salesense .34
 Voice .118
 What They're Saying 12

Last Minute News Flashes

Needham, Louis & Brorby Billings, Profits Up

CHICAGO, Dec. 7—Needham, Louis & Brorby set another precedent in the agency field today as it released details of its financial operation to the press, as well as to all its employees. For the fiscal year ended Nov. 30, billings hit over \$15,000,000, up almost \$4,000,000 from 1950, and net profit was \$130,000, compared with \$75,000 last year. Employee profit-sharing will equal over 12% of salaries of participants, as against 5% last year. Value of the company's common stock, after a three-for-one split, is now just under \$5 per share, as against \$3.98 a year ago, the agency reported, adding that net worth now is almost \$600,000, as against less than \$500,000 a year ago. Billings for 1952 are estimated at \$19,000,000.

'Companion' to Announce 10% Rate Increase

NEW YORK, Dec. 7—Woman's Home Companion on Monday will announce ad rate and circulation increases to be effective next August. Rate rises amount to about 10% for b&w pages and slightly more for some other units. WHC currently gets \$10.850 per b&w page and \$14,500 for four colors. Circulation will advance from 3,850,000 to 4,100,000.

Ekco Names Dancer-Fitzgerald for Minute Mop

CHICAGO, Dec. 7—Ekco Products Co. has appointed Dancer-Fitzgerald-Sample here to handle advertising for its recently acquired Minute Mop division. The account formerly was handled by Henke & Associates here. Earle Ludgin & Co. is Ekco's agency.

Gorman Leaves Philip Morris to Join Vick

NEW YORK, Dec. 7—Patrick H. Gorman has resigned as advertising manager of Philip Morris & Co. to become assistant to the president of Vick Chemical Co., effective Jan. 1. He will be succeeded at Philip Morris by Roger Greene, now assistant advertising manager for the tobacco company. (Additional News Flashes on Page 127)

Dodge Tries New Theme; Budget Cuts Expected by All Auto Advertisers

DETROIT, Dec. 4—The Dodge division of Chrysler Corp. is turning to specialized promotion of its new cars rather than the generalized pattern it followed in the past. Dodge has remained strangely quiet about its advertising schedule for 1952. The reason is hardly any secret.

Dodge, like the remainder of the industry, will reduce its advertising and promotional expenditure by at least one-third and the company "brass" is still working on ways and means to effect the reduction with the minimum damage.

■ For one thing, it was learned Dodge will drop its spreads in magazines, cut its color work in some magazines to black and white. At the same time, it will seek to maintain its schedule of

more than 2,500 newspapers but will either use fewer insertions or smaller ads.

Like the remainder of the auto makers, Dodge's ad budget is built around its sales, with a certain figure from each sale set aside for advertising. In the case of Dodge this figure is about \$30.

Government cutbacks in material for automobiles have reduced output approximately 35%. This will be reflected in about a 35% loss in advertising funds. To open its 1952 advertising drive, Dodge in December will try something new and different in auto newspaper advertising.

■ Virtually the entire opening ad, which will run in more than 3,000 dailies and weeklies, is devoted to the promotion of Dodge-Tint safe-

ty glass windows and windshields, an optional feature on the 1952 Dodge passenger cars.

Copy will stress reduced glare in the driver's eyes, less driver fatigue and cutting down of unwanted radiant heat inside the car.

E. C. Dock, Dodge general sales manager, said the decision to go all-out for Dodge-Tint was prompted by the excellent reception it received from customers at the initial dealer showings and because Dodge officials are impressed with its real value as a comfort feature.

■ Other car makers, except Packard Motor Car Co., have remained coy on their ad plans.

Pontiac motor division of General Motors Corp. is still doing mathematics seeking to arrive at a budget that will continue through what is expected to be a topsyturvy year both in production and sales.

It hasn't even been determined whether Pontiac will spend \$8,000,-

or \$10,000,000, although the lower figure will more than likely prevail. Until details are worked out, Pontiac will maintain its 1951 program.

Chrysler division and the DeSoto and Plymouth divisions of Chrysler Corp. are "still working" on their ad programs. And this year from companies who are usually out front with strong drives.

■ In the same fluid state is the Lincoln-Mercury division of Ford Motor Co., which said it was still uncertain of its advertising plans at the time of the press preview of new models last week.

The one major issue seems to be just how to reduce advertising budgets. The importance of television is a major factor. All companies would like to maintain a TV show. As one advertising manager said, "TV is almost a must for an automobile producer, for where else can you drive your car into the living rooms of the nation?"

But taking on a TV schedule and trimming an ad budget is difficult to reconcile. It will be quite interesting to see how it can—if it can—be done.

Newspapers in the past have been the backbone of automobile advertising, with magazines and outdoor next in order. Newspapers have traditionally received close to 70% of the automobile advertising dollar. It would appear that in any reshuffle of media newspapers would stand to lose the most.

■ One automobile advertising manager privately predicted that TV could be purchased only at the

expense of magazines.

Chevrolet and Ford, the largest advertisers in the automotive field, will not unwrap their 1952 models until January or February. By that time the auto advertising story may be jelled to the point where the promotion departments know which way they are going and for how long.

But, anyway, it definitely appears that the \$400,000,000 spent on new and used car advertising in 1951 will be at least a third less—and more if used cars don't begin moving off the lots a bit faster.

New Catalog Service Starts

Sanford M. Herman, formerly advertising and sales promotion manager of Sun Radio & Electronics Co., has opened Herman Catalog Service at 200 E. 37th St., New York. The new service, Mr. Herman says, is neither a printing house nor an advertising agency but is available to be used in cooperation with a client's own agency or printer, if a client has his own. It will provide advice and do the actual cover-to-cover preparation of catalogs for manufacturers, wholesalers and retailers.

Lasley Joins DuMont

David Lasley, formerly an account executive for National Broadcasting Co. in Chicago, has been named central division sales manager for DuMont Television Network, with Chicago as his headquarters.

'Parents' Circulation Up

Parents' Magazine has announced a new assured circulation of 1,300,000, net paid average ABC, effective with the February issue. Despite the 50,000 increase, the magazine will not raise its advertising rates.

3 to H-R Representatives

H-R Representatives, New York, has been appointed to represent WTSP, St. Petersburg, WNOE, New Orleans and KNOE, Monroe, La.

American Signs WLAU

WLAU, Laurel, Miss., will affiliate with American Broadcasting Co., effective Jan. 1. The 250-watt radio station is owned by Southland Broadcasting Co.

Columbia Appoints Townsend

Irving Townsend has been appointed sales promotion manager of Columbia Records Inc., New York.

Capper's Weekly

gives you COMPLETE COVERAGE

with ONE SHOT!

...of the RICH Midwest Farm and Rural Town Market.

For advertisers using a weekly newspaper type of list

--Capper's Weekly is the answer for effective coverage with one shot--at LOW COST... of this important sales area, producing over 1/5th of the nation's agricultural wealth.

With more than 440,000 high ranking income families... Capper's Weekly is the family reading favorite.

Hit your sales target and score a "bull's eye" by letting Capper's Weekly...The Feature News Weekly of The Rural Midwest--Nationally Famous for Reader Interest...

prove what it can do for you!

Capper's Weekly

912 Kansas Avenue
Topeka, Kansas

CAPPER PUBLICATIONS INC.

"486"

daily newspapers print

R.O.P.* COLOR

FREE! R.O.P. Mechanical Requirements!

*Run-of-paper

Lake Shore

ELECTROTYPE CO.

1224 N. VAN BUREN ST. - CHICAGO 7, ILL.

NEW YORK - Reilly Electrotape Div.
DETROIT - Michigan Electrotape & Stereotype Div.
LOS ANGELES - Reilly Plastictype Div.
SAN FRANCISCO - American Electrotape Div.
INDIANAPOLIS - Advance Independent Electrotape Div.
ELKHART - Advance Independent Electrotape Div.
NEW HAVEN - New Haven Electrotape Div.



Meet the NEW "MILLIONAIRE"...

SCHOLASTIC MAGAZINES

No, we're not talking about a million dollars; we're talking about a million people. In October of this year Scholastic Magazines passed the million mark in weekly net paid circulation. That's a real achievement, especially when you consider that it was done in a market limited to junior and senior high school boys and girls.

But actually it's not surprising. Scholastic Magazines have always had a clear and concrete publishing creed and objective. They are designed to be read, studied, and discussed, in the classroom and at home. Their primary purpose is to guide young people toward a happy and useful adulthood.

In all their 31 years, Scholastic Magazines have never lost sight of the fact that young people have problems, interests, and ambitions all their own. In order to reach these young people you must talk their language, directly to them.

Scholastic Magazines have always appealed to a wide range of interests of young people. The advertising pages

quicken and broaden these interests in many different ways. The advertising pages bring the everyday world into the classroom. Often they supplement the editorial pages and provide material for classroom discussion as well as for reading and study.

The Youth market is the fastest-growing market in the United States. Within the next ten years the teen-age group will increase by 45%. Scholastic Magazines are right in the middle of this development—a development which means more customers and more sales for the companies which reach Youth directly through advertising in these magazines.

SCHOLASTIC MAGAZINES

351 FOURTH AVENUE NEW YORK 10, N. Y.

CHICAGO OFFICE:

75 EAST WACKER DRIVE

HOLLYWOOD OFFICE:

1680 NORTH VINE STREET



with *Youth*...
first impressions last

CBS Radio Division Offers Advertisers Two New Sales Plans

(Continued from Page 1)
which is becoming increasingly popular in radio sales circles these days—to sponsors. In the case of the first—the selective facilities plan—an advertiser who buys

quarter-hour or longer programs, for at least 13 weeks, can more or less name his own combination of stations, provided...

1. "The advertiser is to make his program available to the entire CBS radio network."

2. "In areas where the advertiser does not sponsor the program, he is to allow his program to be sold through CBS to other non-competitive advertisers without recompense to him."

CBS Radio explained that the combination selected by the sponsor must be "acceptable" to the network. This was not amplified, but it is understood that "acceptability" will vary depending on such things as time of day, etc.

■ National Broadcasting Co., as a part of the over-all network structure revision now under way, already has indicated that sponsors will be able to get pretty much what they order from NBC in the way of station lineups when these changes are effective (AA, Oct. 8).

"Certain advertisers may not choose or may not be able to make their programs available to other sponsors, or on a sustaining basis, in markets they do not themselves use, and thus avail themselves of the selective facilities plan." Mr. Meighan said.

To such advertisers, he said, CBS offers new plan number two—the standard facilities plan. This requires a sponsor to "buy only a network of a size and composition satisfactory to CBS, provided it includes the basic group (approximately 26 stations). If Pacific Coast stations are used they must be purchased as a group, plus Salt Lake City and Denver. Both plans will be effective Jan. 1, 1952.

Currently, advertisers are required to buy a minimum lineup of the basic group, plus a few stations in the Florida group.

■ Network radio rates for CBS, which started the general downward trend several months ago, remain as detailed in the new rate

card dated July 1, 1951—excepting for the station hour discount, which will be replaced by a dollar volume discount "in line with the practice of other networks."

The following dollar volume discounts, computed on gross weekly billings for time, will be allowed to each advertiser using network broadcasts for 13 or more consecutive weeks (effective Jan. 1):

Less than \$2,750 per week, net; \$2,750 or more, but less than \$6,000 per week, 2½%; \$6,000 or more, but less than \$15,000 per week, 5%; \$15,000 or more per week, 7½%.

E. Fougere Names Agency

E. Fougere & Co., New York, and its division, Varick Pharmaceutical Co., have appointed L. W. Frohlich & Co., New York, to handle their advertising promotion. The advertising program will include direct mail promotion as well as advertising in professional and drug journals. Cortez F. Enloe Inc., New York, previously had the account.

More Aggressive Selling Planned by AANR in 1952

(Continued from Page 1)

mobile field. The role of newspapers as the direct route to sales and markets was stressed in all the extensive reports submitted by chapters on their new business committee activities during the past year.

Outgoing president Lee Ward stressed the importance of competent newspaper representation on a professional factual basis. He decried the use of questionable interpretations of figures, whether unintentional or deliberate, to which, he said, some media had resorted.

"Such practices are injurious, not only to the media committing them but also to all advertising media," Mr. Ward declared. "Newspaper representatives should demonstrate by precept and example that such material is neither necessary nor effective."

■ The rough draft of a new presentation on consumer brand loyalty was submitted by the Chicago chapter for general discussion.

Also discussed were efforts by the association's members to stimulate participation by newspapers in the Newspaper Advertising Executives Assn. project, "More profits for national advertisers—the selling of the newspaper medium at the grass roots level of distributors' and manufacturers' representatives."

Just what the association can do to resist TV wasn't made clear, but the individual members privately said that they had found numerous instances where individual dealers' entire advertising budgets had been "confiscated" by large companies and channeled into television programs that the dealers did not want.

■ Henry A. Slamin of the George A. McDevitt Co., Chicago, was elected president. Others elected were: James Gediman of Hearst Advertising Service, New York, v.p.; Richard McLean of O'Mara & Ormsbee, New York, secretary; and Paul Ellsberry of Scheerer & Co., Chicago, treasurer.

Elected to the board of directors were:

David E. Sampson of Jann & Kelley, Detroit; Dan Corson of Moloney, Regan & Schmitt, Detroit; Steven Mahoney of Burke, Kuipers & Mahoney, New York; Jack Rohde of Reynolds-Fitzgerald, Chicago; E. A. Roscher of the St. Louis Post Dispatch, Chicago; Lee A. Ward of Ward-Griffith Co., New York; Ralph Steen of DeLisser Inc., Philadelphia; J. J. Cooper of John Budd Co., Chicago.

John A. Drake Elected Hicks & Greist V.P.

John A. Drake, who has been with the agency since 1942, has been elected a v.p. of Hicks & Greist, New York. He is account executive on the Lewyt vacuum cleaner account.

Formerly, Mr. Drake was associated with Campbell-Ewald Co. as v.p. and manager of its Chicago office, and prior to that he was associated with Blackett-Sample-Hummert, since dissolved Chicago agency.



John A. Drake

Welch Named Representative

Robert F. Welch, Venice, Cal., publishers' representative, has been appointed West Coast representative of *Plastics Industry and Pre-Pack-Age*, published by Cooper Publishing Co., New York.

NEWSPAPER CLIPPINGS

from 2000 daily and weekly newspapers in Minnesota, Wisconsin, Iowa, North and South Dakota, Montana and Nebraska. We can give you complete coverage on ANY SUBJECT, news or advertising. Write for details.

Western Press Clipping Exchange
Established 1908
1922 Lumber Exch. Bldg., Minneapolis, Minn.

We were pretty proud of ourselves in October, when HOUSE BEAUTIFUL set new popularity records. Consumers loved us, retailers loved us, and advertisers thought enough to invest more dollars in us than ever before.

But whaddya think? November's issue went right to work and smashed October's record. It's still a little early to toot our horn about gains in consumer and retailer circulation, but if advertising is any indication (and it is), we're knocking 'em dead! In November, we carried a whopping 209 pages of advertising.

And, of course, while we break our own records, we're beating the competition hollow, too. Look at the record: 23 more advertising pages in HOUSE BEAUTIFUL than its nearest rival.

Nor. 1951 pages*

House Beautiful	209
House & Garden	186
Better Homes & Gardens	172
Good Housekeeping	172
Ladies' Home Journal	143
Woman's Home Companion	94

HOUSE BEAUTIFUL must be a BEAUTIFUL buy. You just can't fool that many alert media men.

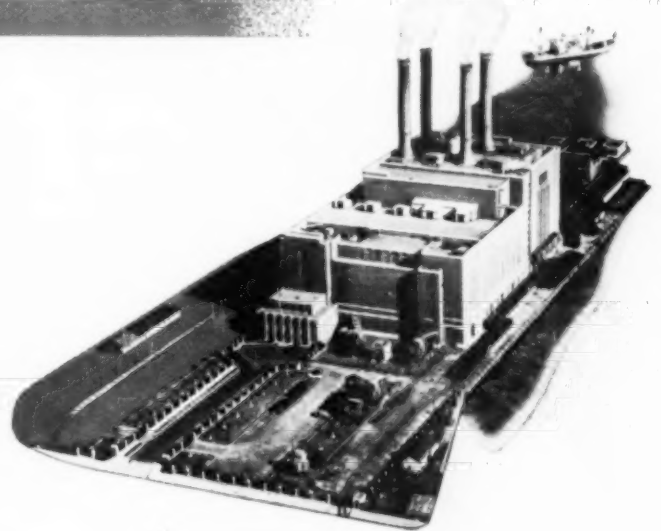
House Beautiful
sells both sides of the counter

IN PHILADELPHIA,
THE NATION'S 3rd MARKET,
BUSINESS IS STILL

ADVANCING!

ANOTHER NEW PHILADELPHIA ELECTRIC PLANT SUPPLIES ADDITIONAL POWER FOR INDUSTRY

This new Southwark electric generating station, built at a cost of \$45,000,000, already has two turbo-generators in operation with a capacity of 338 million watts! For growing Philadelphia industry, this is a valuable help in providing the power that's needed to produce goods for all America!



The growing needs of booming Philadelphia industry are met by its public utilities.



TOTAL ADVERTISING JUMPS 22 MILLION LINES IN 15 YEARS!

Since present management took over THE INQUIRER in 1936, advertising linage has more than doubled... rising from 14,640,078 to 36,019,931 lines annually. Today, THE INQUIRER leads Philadelphia newspapers in every major advertising classification!

The Inquirer, Philadelphia's first newspaper, keeps pace with the area's expansion!

Now in its 18th
Consecutive Year of Total
Advertising Leadership
in Philadelphia!



The Philadelphia Inquirer

Philadelphia Prefers The Inquirer

Butanaire Bows in Canada

Presto Lighters Ltd., Montreal, is introducing its Butanaire butane cigaret lighter through a car card campaign in Toronto, Montreal, Windsor and Vancouver, and through outdoor posters in Winnipeg, Toronto, Windsor, Hamilton, London and Ottawa. Walsh Advertising, Montreal, is the agency.



Simultaneously with the moving of our present equipment to our new plant in Nassau County we are adding:

CONSOLIDATED is on the move!

one new 4-color press, one new 2-color press and two more cutting machines. Why? To make us **better equipped and better able to serve you better.**

CONSOLIDATED Lithographic Corporation
 1000 Old Country Road, Great Neck, N.Y.

TV Set Inventories Are Low: Siragusa

CHICAGO, Dec. 4—Television receiver inventories have dropped approximately 1,000,000 units since the subnormal sales slump last spring, Ross D. Siragusa, president and chairman of Admiral Corp., told the national credit conference of the American Bankers Assn. yesterday at the LaSalle Hotel here.

He added that total inventories of manufacturers, distributors and retailers now are estimated at only 1,500,000 units as compared with more than 2,500,000 earlier in 1951.

According to present indications, he said, the industry's readjustment has been pretty well completed. TV prices now are at an irreducible premium, especially since costs are again pointing upward, he said.

■ "Production hit bottom in June and dragged along at a low level

until late August, when it turned sharply upward," Mr. Siragusa asserted. "Since then it has leveled off at approximately 400,000 sets a month, which is the industry's capacity under present restrictions on the use of critical materials."

Following the pre-Christmas seasonal sales peak, he expects TV receiver production to be adequate to maintain a reasonably even balance with sales for the next three to six months. Under present material restrictions, he said, the industry can produce no more than 5,000,000 sets annually. Production at that rate is possible only because engineers have devised important savings of critical materials.

■ Mr. Siragusa explained that Admiral's household appliance division has not been nearly so fortunate. He said that it has been necessary to cut refrigerator production by approximately the same amount as the most severe material cutback. (Last week AA reported that Admiral was

negotiating for the purchase of the Norge division of Borg-Warner Corp., Chicago.)

Mr. Siragusa estimated that the nation's 108 TV stations and four networks will have a combined billing of approximately \$250,000,000 in 1951, compared with less than \$35,000,000 in 1949.

"American families spent \$2 billion for 7,500,000 TV receivers in 1950," he said, "and 1951 sales should approximate 5,000,000 units, despite the severe second quarter slump which saw the entire industry's sales in June at a lower figure than Admiral's sales alone in March."

■ Inflationary pressures probably will continue during the next six or eight months and the nation's bankers must keep credit in check to fight them, De Witt Ray, member of the advisory council to the Federal Reserve System, said.

Mr. Ray, a Dallas banker, predicted continued high production and employment during the first half of 1952. Short of all-out war,

it doesn't seem likely there will be general shortages in civilian goods, but there will be pressures toward higher prices, he said.

In analyzing the new federal tax bill, Henry H. Hiemann, executive v. p. of the National Assn. of Credit Men, asserted that one of its most important effects is that it makes a "sharecropper" out of those engaged in business by the heavy percentage of profits that must be paid to the government.

Men's Furnishings Associations Start Merchandising Drive

NEW YORK, Dec. 5—Organizations representing almost every phase of the men's clothing and furnishings industries have launched a coordinated nationwide publicity and merchandising campaign to improve the American man's standard of dress. "The right clothes at the right time" is the keynote of the program.

The proposed cooperative program includes publicity, sales training and merchandising in retail stores and in primary schools and colleges.

The Men's Wear Inter-Industry Committee which will develop the program includes:

- Wool Bureau, National Assn. of Retail Clothiers and Furnishers, National Retail Dry Goods Assn., Boys' Accessories & Outerwear Assn., Hat Research Foundation, American Knit Handwear Assn., Men's Tie Foundation, National Outerwear & Sportswear Assn. and National Knitted Outerwear Assn.

Tries to Switch Smokers

Christmas advertising for the Kaywoodie Co., New York, features men smoking cigarets and cigars and copy which says, "Whatever he smokes he'll want a Kaywoodie for Christmas," with a tie-in on Kaywoodie's new "throat-easy" theme. Four-color pages for Kaywoodie and two-color half pages for Yello Bole, placed by Grey Advertising, New York, are running in December issues of Collier's, Esquire, Gentry, Life, Look, The Saturday Evening Post and Sunday magazine supplements.

Henze Joins Pearson

Raymond F. Henze Jr., formerly of Ra-Tel Representatives Inc., New York, station representative, has joined John E. Pearson Co., New York, radio station representative, as an account executive.

Serrill Named Chairman

Theodore A. Serrill, general manager of the Pennsylvania Newspaper Publishers Assn., has been named chairman of National Newspaper Week for 1952.

Edward Owen Promotes 2

Paul D. de Lahunta and John C. Owen, account executives, have been elected v.p.s of Edward Owen & Co., Avon, Conn., and New York agency.



FULL COVERAGE of the Indianapolis Market

When you advertise in The Indianapolis Star and The Indianapolis News, you get coverage that's even more effective than Hoosier Hank's big umbrella. Your advertising message will reach more than 350,000 families who spend over one and three-quarter billion dollars a year on retail goods and services alone.* You'll find that the Indianapolis market is not only rich, but it's big, active growing, stable and easily accessible for efficient distribution.

Indiana's two largest daily newspapers, The Star and The News, offer you a unique sales opportunity . . . saturation coverage of this rich metropolitan area (including all of Marion County), where the average income is better than 40% above the national level.* You get all this, plus a bonus of effective, merchandisable coverage in the wealthy 44 surrounding counties.

Complete market data and services, second-to-none, are ready to help you plan your campaign in the Heart of Hoosierland. Write us today!

KELLY-SMITH COMPANY - NATIONAL REPRESENTATIVES

*Sales Management's Survey of Buying Power—1951

THE INDIANAPOLIS STAR
YOUR FIRST TEAM FOR SALES IN INDIANA
THE INDIANAPOLIS NEWS



\$15 BILLION TREASURE HUNT NOW UNDER WAY! STAKE YOUR CLAIM IN THE NEGRO MARKET

Strike it rich! A little digging with the right tool will pay off big in sales and profits—and the right tool to use in the vast Negro market is their own Race publications, the newspapers and magazines they welcome into their homes. No one can afford to overlook a market of 18 million people spending \$15 billion a year on every conceivable type of merchandise—especially when a large portion of this market can be claimed at little effort and cost. Negroes are intensely loyal to their own publications; they'll respond to sales messages they see there, so be sure your message reaches this \$15 billion market—and reaches it the best way! For full details write Interstate United Newspapers, 545 Fifth Ave., N. Y., serving America's leading advertisers for over a decade.

ONE EXAMPLE: For a publication that sells the cream of the race and the New Courier—read by 1,500,000 Negroes in 42 states each week. Color comics, magazine section, and news section help make it America's most complete weekly newspaper. Tell the Negro—you'll sell the Negro! Act now!



*More
and more
advertisers
make December
Capper's Farmer the
largest December issue
we have ever had...Thanks*



NBC Will Go Ahead with Reorganization Plans, Despite Opposition of Affiliates

(Continued from Page 1)

meeting some affiliates also voiced disapproval of two new AM sales tools: NBC's guaranteed advertising plan and the market basket plan.

Pointing out that the network had already spent more than six months on economic research, an

NBC executive said that the job of negotiating rate changes with individual stations is continuing without interruption. Arrangements have already been completed with 50 stations—many of them in key markets—which gave "general acceptance" to the rate change formula. The network hopes to complete negotiations with affiliates by the end of the year so that new schedules can become effective around July 1, 1952.

■ From the advertiser's point of view the revised schedule will mean an increase in the cost of morning and afternoon time, but little change in the evening rate for the whole network.

As in the case of the rate revision NBC is not slowing its efforts to implement the new sales plans. Heavy promotion for the "guaranteed advertising attention plan"—which guarantees 5,300,000 adver-

tising impressions per week at a cost of \$2.75 per thousand—is continuing via ads in advertising and radio publications. The network will go right ahead with this project as originally designed since all programs involved are in network option time and therefore no station approval is required.

At mid-week, however, this particular brand of bait had not yet snared sponsor number one.

■ Since the stations' disapproval of the market basket plan stemmed from their having to pay the cost of one-minute local cut-ins, NBC will attempt to get advertisers to buy the package with the cost of local cut-ins included. If this is unsuccessful, the market basket plan will be redesigned in a manner calculated to meet the objections of stations.

This plan offers one-minute participations in three shows, not yet named, to food manufacturers. There will be local cut-ins for grocery chains and supermarkets, which in exchange will be ex-

pected to give good display position to the advertised products.

While NBC executives are "unhappy" over the adverse station reaction, they are sold on the long-term values of their blueprint for the future of radio and determined to stick to it—at least in the broad outlines. The network's unhappiness was tempered somewhat by the restraint with which the resolution was worded.

Mr. McConnell has revealed that NBC-AM, which expects to make \$300,000 this year, anticipates a \$1,000,000 loss in 1952 because of the "rebuilding" operations. A large share of the expenditure is earmarked for programs and an elaborate merchandising setup.

Johnson Named Sales Head

Robert M. Johnson, formerly with Robbie's Shoe Corp., Lowell, Mass., has been appointed v.p. and general sales manager of Eastland Shoes Inc., Freeport, Me., manufacturer of jeans shoes. He will be in charge of national promotion, sales and distribution of the jeans line of branded shoes.

Prudential Uses Ads to Fight Agents' Strike

NEW YORK, Dec. 6—Last week, when a strike by district agents of the Prudential Insurance Co. of America looked imminent, the company's advertising agency, Calkins & Holden, Carlock, McClinton & Smith, wasn't caught napping.

The results may be seen in the 1,000-line ads that are running in some 160 newspapers across the country this week. Here's what happened:

On Thursday, when it appeared that negotiations between Prudential and the Insurance Agents International Union (AFL) were at an impasse, the agency sent out ads to newspapers in those cities where Prudential's unionized agents are concentrated, with instructions to hold the mats for telegraphed orders.

Monday morning, with the strike in effect, wires went out to these newspapers to run the ad in the earliest available spot.

■ During the week more cities were added daily to the list, based on reports coming in from Prudential's field offices. Although about half of the current ad gives Prudential's views on the strike, the agency says it is intended as a "public service" to policy holders.

When a field office called in to say that debits were not coming in by mail in the expected volume or that premiums were being sent in incorrectly filled out, the agency immediately scheduled additional 1,000-line ads in that area, instructing policy holders on the proper procedure "if your Prudential agent doesn't call."

In addition, the agency scheduled a repeat of the first ad in the same papers and is contemplating a third insertion, this time eliminating any explanation of the reasons for the strike and emphasizing instructions to policy holders.

■ Calkins & Holden has been deluged with wires and phone calls from newspapers and newspaper representatives, to the effect, "There's a picket in front of your office here, why don't we get an ad?" The agency explains that ads are being placed solely on the basis of amount and accuracy of premium returns as reported by field office managers.

The agency is considering adding spot radio to its "public service" advertising if the strike continues. It's too early to estimate how much Prudential has spent for this special advertising in the past week.

It's equally difficult to estimate the effectiveness of the strike, which accounts for the conflicting newspaper reports. Many Prudential agents don't report to their offices daily; rather, the rule is two or three times a week, making it impossible to tell if agents have been working or not.

■ The company believes that in the large metropolitan centers between here and Chicago—where a good many of the unionized agents are located—the strike has been most effective. Indications are that the union hasn't fared as well in the South, Southwest and Pacific Coast areas.

Considine to United Service

James F. Considine has resigned the post of director of community service for John Donnelly & Sons, Boston outdoor specialist, to accept a national publicity assignment with United Service Organizations, New York. Mr. Considine had directed Donnelly public relations for five years.

ATTENTION MANUFACTURERS

Do you want to "step-up" your sales with Department Stores; Drug, Grocery, Variety Chains and Jobbers in Chicago? . . . Write

Earl Witt
INCORPORATED

Manufacturers of Sales

Nationally known for National Successes
DAILY NEWS BUILDING, CHICAGO 6
Telephone Financial 6-3653



Where did this car come from?

Most of us think that new cars come from big auto-making cities.

But the fact is, new automobiles are assembled in these cities—but their hundreds of parts come from every state in the union!

Bringing in these parts involves plenty of expert timing. A few missing pieces

can slow up production seriously. A few missing doorhandles can stop an assembly line!

But the auto makers never let that line stop. They keep their cars rolling by using the speed of planes. They bring in needed parts by Air Express!

Today, with increased production for defense, Air Express speed helps keep the tanks and planes rolling, too. Whatever your business, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST—Air Express gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns, at no extra cost.

IT'S MORE CONVENIENT—One call to Air Express Division of the Railway Express Agency arranges everything.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE—Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.



REG. U.S. PAT. OFF.

SCOTCHLITE

BRAND

REFLECTIVE SHEETING

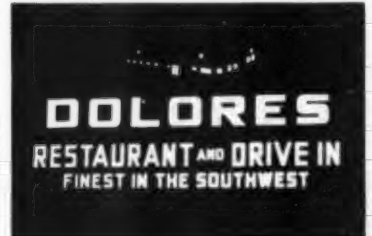
ALL OVER AMERICA, signs made with "SCOTCHLITE" Reflective Sheeting are performing a vast variety of selling and safety jobs . . . doing them better than ever before. Advertising messages on outdoor signs, store fronts, trucks and buses, are delivered with greater impact—with arresting color and sparkle. In the safety field, it surpasses all other materials in providing day and night visibility of critical protective and warning signals. What gives "SCOTCHLITE" Sheeting this around-the-clock brilliance? Its amazing reflectorized surface picks up the headlight beams of passing autos—flashes back to drivers and passengers its unmistakable message!



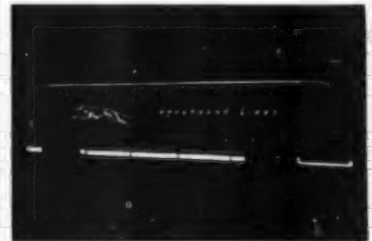
STRIKING SIGNS like this can be produced at lower costs by new, faster methods, applying Transparent Colors over "SCOTCHLITE" Flat-Top Sheeting. Your local sign shop can supply full details.



TOUGH, DURABLE "Flat-Top" Sheeting requires no costly maintenance, stays sparkling and vivid. Signs made with "SCOTCHLITE" Sheeting last much longer than ordinary painted signs, retain their fresh appearance for years.



PLACE-OF-PURCHASE signs get real attention, deliver your message with greater **IMPACT**. Your name, location, business are visible in full color brilliance at night—when motorists can't see ordinary signs.



GREYHOUND COACHES provide greater nighttime safety for passengers, other motorists by reflectorizing with warning stripes and emblems of "SCOTCHLITE" Sheeting. Favorable public relations and extra advertising are valuable by-products of this far-sighted safety program.



REFLECTORIZED EMBLEMS, trademarks and warning stripes have dramatically reduced nighttime accident rates of truck fleets. "SCOTCHLITE" Sheeting also gives fleet operators bonus advertising, greater public acceptance. Trademarks are reproduced in their true colors.



TRAFFIC WARNINGS made with "SCOTCHLITE" Sheeting have *extra* visibility—give motorists *extra* seconds to reduce speed or stop. Where safety counts, these signs are on the job—guiding and warning drivers of dangerous conditions, providing extra night visibility for extra safety.

TURN THE PAGE . . . for more news about "SCOTCHLITE" Reflective Sheeting.

HOTEL COMMODORE
OMAHA'S NEWEST COCKTAIL LOUNGE
GARAGE IN CONNECTION

WESTERN OUTDOOR ADS CO.

AAA OUT OF CONGESTED DIST. AAA

Here's the outdoor advertising sign that SELLS twenty-four hours a day!

SUPER SALESMAN—signs like this sell 24-hours a day—put your advertising message across with two-fisted impact, bring more business your way. It's the "SIGN OF SUCCESS"! Your roadside bulletin or place-of-purchase sign made with "SCOTCHLITE" Reflective Sheeting will out-pull, out-sell any other sign *day and night*. It's new, exciting, different! The gleaming full-color brilliance gives your product center-of-the-stage attention at night—when ordinary signs have faded into invisibility.

LOWEST COST PER VIEWER makes the "SIGN OF SUCCESS" your *best buy* in the outdoor field. "SCOTCHLITE" Sheeting gives your sales story an important bonus nighttime readership, yet requires no costly illumination or maintenance. Headlight beams alone provide the light that makes your message visible as far as half a mile away! Your local sign plant can give you full information—or write us direct, Dept. AA121 Minnesota Mining & Mfg. Co., St. Paul 6, Minnesota.

TYPE	Non-Illuminated	Illuminated	"SCOTCHLITE" Reflective Sheeting
Cost Per Month	\$10	\$20	\$13
Visibility	12 hours (6 A.M.—6 P.M.)	18 hours (6 A.M.—Midnight)	24 hours (6 A.M.—6 A.M.)
Exposed Circulation Per Month	137,500	196,500	213,500
Cost Per M	7¢	10¢	6¢

"THE SIGN OF SUCCESS" gives you the largest number of lookers over the longest period of time at the lowest cost per looker.

COMPARE THE COST and see why advertisers are calling THE SIGN OF SUCCESS the "best buy" in outdoor advertising!



BUILD A SUCCESSFUL outdoor advertising program with **THE SIGN OF SUCCESS!**

Made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minnesota, also makers of "Scotch" Brand Pressure-sensitive Tapes, "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co. International Division, 270 Park Ave., N. Y. 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

SIGNS OF SUCCESS

ALONG THE NATION'S HIGHWAYS, signs of "SCOTCHLITE" Reflective Sheeting are enjoying *center-of-the-stage* attention. Their vivid full-color beauty is smashing home the advertising messages of thousands of satisfied users. They compel attention where ordinary signs are scarcely noticed. That's because they're different, better, outstanding. And that's why they're "SIGNS OF SUCCESS"!



MANY CUSTOMERS of Herberger's Department Store mention that they were first attracted to the store by this reflectorized sign.



EYE CATCHER! This dramatic sign causes more comment—pulls more business—than all other media, according to owner Richard LaBelle.



FRIENDLY WELCOME from a friendly advertiser, in gleaming "SCOTCHLITE" Sheeting, can be SEEN by motorists 24 hours a day!



TRAVELERS CAN'T MISS this brilliant sign! Strategically placed, its reflectorized message SELLS accommodations even on darkest nights.

FOR MORE NEWS about "SCOTCHLITE" Reflective Sheeting see preceding page.



BY DAY, this sign is clear and sparkling—does a thorough selling job.



AT NIGHT, impact is multiplied—as entire landscape forms a back-drop for the sign.



Illustrated signs get more interest with "SCOTCHLITE" Reflective Sheeting

KEEP YOUR NAME, your trademark before the buying public 24 hours a day! Tell everyone who you are, what you're selling, with outdoor advertising that packs more IMPACT, more SELL than any other kind of sign. "SCOTCHLITE" Reflective Sheeting gets your message before the public—and keeps it there day and night—in brilliant natural colors that compel attention. After dark, when ordinary signs can't be seen, YOUR message will stand out like a beacon. Trees, shrubbery and other signs blend into the darkened landscape, form a backdrop for your "SIGN OF SUCCESS"!

It's easy to apply "SCOTCHLITE" Reflective Sheeting to any permanent, non-porous surface. Roadside signs, place-of-purchase signs, wall and curb signs can now be reflectorized at amazingly low cost through a new, simple method of applying Transparent Colors on an overall background of "SCOTCHLITE" Flat-Top Sheeting.

Your local sign plant will be glad to explain this simple new process, or if you prefer, write direct to Dept. AA121 Minnesota Mining & Mfg. Co., St. Paul 6, Minnesota.



DRAMATIC RESULTS are easily obtained. Trademarks, characters of any kind can be faithfully reproduced in beautiful full-color. Sheeting looks and feels like baked enamel.



FAMOUS TRADEMARKS reproduced in their true colors for use on trucks, buses, roadside and place-of-purchase signs with sparkling "SCOTCHLITE" Reflective Sheeting.



ADD NIGHT-AND-DAY BRILLIANCE to your advertising displays . . . anywhere. You'll find the cost surprisingly low! Write today for details.

Made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minnesota, also makers of "Scotch" Brand Pressure-sensitive Tapes, "Scotch" Sound Recording Tape, "Undersol" Rubberized Coating, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives, General Export, Minn. Mining & Mfg. Co. International Division, 270 Park Ave., N. Y. 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

Koppers' Toppers Club Spurs Salesmen to Greater Effort, Sales Training Execs Told

CHICAGO, Dec. 4—The basic motivating factors in influencing salesmen to do a better job and how these factors are accounted for in the Koppers Co. sales training program were presented here yesterday before the National Society of Sales Training Executives meeting at the Edgewater Beach Hotel.

Robert A. Gopel, sales training director for the Pittsburgh company, which manufactures coke, gas, tar and plastics products, pointed out that although Koppers' program for equipping its salesmen to do a better job covered schooling in product knowledge, training in sales techniques, development of proper use of sales tools and promotional assistance, the company realized there was something lacking in the program.

Consequently, Koppers made a list of those things which it felt would motivate and stimulate its salesmen to greater effort. Included among these are: remuneration, advancement, recognition, competition, contribution of ideas, a sense of belonging and special awards.

■ **KOPPERS** evolved an "instrument," in the form of a top selling club (the "Toppers Club"), to put these motivating factors to use.

■ **REMUNERATION.** The Toppers Club touches on this point to the extent that each Topper member receives a valuable gift at the president's dinner party. It was planned to give each man some shares of Koppers stock in recognition of his effort, until the wage freeze came along. However, it is believed that a watch has continuing reminder and display value that appeal to a salesman.

■ **ADVANCEMENT.** A salesman who consistently ranks high on his district and division managers' rating sheet certainly is in a preferred position when it comes to fulfilling any management opening that may occur. This has already happened in the Koppers company. We keep in mind that a top salesman is not always a good potential manager.

■ **RECOGNITION.** His very selection for membership in the Toppers Club fulfills this particular drive. Publicity regarding Toppers activities will be run continuously throughout the year.

■ **COMPETITION.** Every salesman in the Koppers Co. is competing for top honor consideration by his management. If he is successful, he is selected for membership in the Toppers Club.

■ **CONTRIBUTION OF IDEAS.** The business meeting that is held once a year provides him with the opportunity to contribute his ideas regarding competition, sales training, advertising, sales tools and any subject of general interest. This meeting is run by the salesmen, for the salesmen.

■ **SENSE OF BELONGING.** Because he and his wife are invited by the president of the company to attend the Toppers affair and become acquainted with the top officials of the company, he certainly cannot feel that he is being overlooked as an important member of his company. The importance of having wives attend this affair cannot be underestimated.

■ **SPECIAL AWARDS.** The all-expense paid trip to Pittsburgh for him and his wife for the purpose of attending the president's dinner party is an award in itself, not to mention the gift, as well as the certificate and lapel button that he will receive from the president. Mr. Gopel told the attending

sales training executives that the objectives of the Toppers Club program, from the management's point of view, are two-fold: First, "management feels that the Toppers Club will stimulate greater sales effort on the part of field salesmen," and second, "management will capitalize on the sales experience of its top salesmen."

WOOD Promotes Three

WOOD and WOOD-TV, Grand Rapids, Mich., owned and operated by Grandwood Broadcasting Co., has promoted Howard J. Silbar, promotion director, to sales service manager, directly assisting the

general manager. Dave Hoyle has been promoted to promotion manager, succeeding Mr. Silbar. At the same time, Carol Duvall, performer on WOOD-TV's "Jiffy Carnival Show," has been promoted to women's director, succeeding Kay Runyon, who has resigned.


Duram Joins Agency

Arthur E. Duram, former sales manager of the Columbia Broadcasting System TV division, has been named to direct the radio and TV activities of Fuller & Smith & Ross, New York.

Paterson & Simonson Bows

Stan Paterson and Hoky Simonson have organized Paterson & Simonson, advertising art service, at 638 S. Van Ness Ave., Los Angeles.

Any SALESMAN WILL SELL MORE...



WITH A Viewmaster®

THE EASEL PORTFOLIO THAT DISPLAYS ONE SHEET AT A TIME

As each sheet is viewed, it is flipped over the top. Special construction allows all sheets to lie perfectly flat without expensive cloth hinging. Loose leaf. Simply lift Viewmaster by the front cover and the automatic easel sets it up firmly. Carried in stock in four sizes.

Sales Tools, Inc. 1220 WEST MADISON • CHICAGO 7, ILL.

*Also 100's of other items.

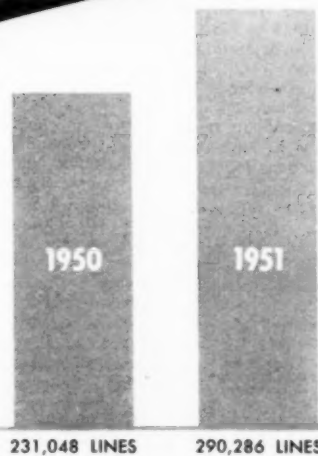
In August we said.....

We PROVE it again!

Missouri Ruralist

up 59,238 lines over 1950*

Which, we believe, is the biggest percentage gain of any farm paper!



That's the Ruralist—over the 1950 top by 26%! Any advertiser can tell you why. The Ruralist gets results! For more than 75 years, Ruralist editors have worked for better farming and farm living. Missouri farmers look to the Ruralist for guidance—and inspiration. That's why the Ruralist advertisement means more and sells more goods. Put the Ruralist on your schedule when you want to reach and sell the Missouri farm market!

* as of orders received for 1951, this date, November 12, 1951

"We Live in Missouri... We Ought to Know!"



MISSOURI RURALIST

Published by CAPPER PUBLICATIONS

Editorial Office, FAYETTE, MO.

Business Office, TOPEKA, KANS.

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING
Trade Mark Registered

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15 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

The Biggest Problem in Broadcasting

This week ADVERTISING AGE presents an amazing collection of information, discussion and case history material on radio and television, in its annual broadcast advertising issue.

In a field as fast-moving and as beset with problems as the broadcast advertising field, it is perhaps unnecessarily foolhardy to attempt to pick out the "biggest" problem.

Yet we are firmly convinced that the biggest long-term problem in the broadcast advertising business is the matter of talent and production costs. This was a major problem not so many years ago in the heyday of AM radio, and undoubtedly contributed substantially to some of the difficulties which face this segment of the broadcast field now. In connection with television, the problem is infinitely magnified in scope.

No one can deny that a major portion of the credit—or blame—for raising performers' pay and production costs generally to sky-high levels rests with the networks, which seem to have adopted the motion picture industry's once-general disregard for the number of zeros following a dollar sign. But the advertisers and agencies who raise self-righteous wails about rising talent and production costs are by no means blameless. They not only pay the costs, despite their protests, but they not uncommonly have gone out of their way to make it clear that their wails are largely for public consumption, and have little direct relation to their actions.

The point is that the whole problem is so pointless. No one wants to deny top performers the right to receive adequate remuneration for their services. But what we face now has nothing much to do with remuneration in a dollars-and-cents sense. A star no longer wants more money because it increases his net take or enables him to lay away more for the future, but purely and simply because some one else gets as much, or nearly as much, or perhaps a little more.

The pattern is exactly the same as the one that was set by the movie producers, and if it is not curbed, it is bound ultimately to have the same effects. It not only wastes money that might easily be saved, but it has the effect of keeping a good many excellent performers off the air because only a certain number can be bought at the fantastic prices demanded; and at the same time it results in extremely mediocre shows produced by those who must, perforce, find some way to put a show together without breaking the corporate treasury.

Advertisers, agencies and broadcasters, if they have good sense, must face up to the problem squarely. Otherwise the problem of production costs might very soon cause a major disturbance in the broadcast field.

The FTC Demonstrator Ruling

The advertising and business world in general will welcome the decision of the Federal Trade Commission in connection with the code of practice adopted for the cosmetic industry.

The rules mark a basic change in approach. The FTC had formerly held, notably in connection with store demonstrators, that identical sales promotion benefits had to be made available to competing retailers. It now says that substitute benefits may be offered—that while discrimination may not be practiced as between competitors, what is offered one does not necessarily have to be identical with what is offered another.

We have never believed that every action the FTC has taken with regard to advertising and selling has been ridiculous or unfair, but there have been a number of instances in which interpretations of the basic law have seemed to be completely unrealistic. It is good to see the commission veering toward reasonableness, and away from strictly legalistic interpretations.



—Lightly in the Chicago Sun-Times
"You make a list... and any commercial that lasts over five seconds we DON'T buy..."

What They're Saying

Charts Public Relations Program for Farmers

Clearly, it is time farmers as individuals and as a group did something about the sad state of their "public relations." And the farmer's public relations job is no different than that of anyone else.

The public relations position of the farmer is difficult from two standpoints. First, he is a member of a minority group. It is human nature to take potshots at minorities. Second, the farmer enjoys certain higher living standards as a result of his more favorable environment than his city fellows. Jealousy and the natural human tendency to look down upon a minority are the hurdles the farmer must leap in his effort to win the support of a favorable and sympathetic public opinion.

The lesson long ago learned by professional public relations counselors is that we dislike only those we do not know well. Thus, the farmer's public relations course is well charted.

1. He must inform the uninformed.
2. He must correctly inform the misinformed.
3. He must establish himself as an individual.
4. He must start the ball rolling with personal effort.

—Gordon Monfort, editor, Farm Management, in that publication's first issue, November-December, 1951.

Consistency Counts for Newspaper Promotion

Another newspaper week passed into history a couple of months ago. For a week the newspapers of the nation, large and small, eulogized themselves. They told of their virtues, of what they represent to the communities in which they are published. But what they did was not enough.

Effective newspaper promotion—advertising—is not a once-a-year, one-time stunt. A single effort does not add to the number of subscriptions sold, or to the amount of advertising space carried. It ac-

complishes nothing more than does a once-a-year ad on the part of a merchant constitute an advertising campaign. To be effective, to produce tangible results that put money in the cash register, newspaper advertising—like all other advertising—must be consistent and continuous. It must present details, not merely glittering generalities. Such details must express values.

—Wright A. Patterson, in the Dec. 1 issue of The Publishers' Auxiliary.

The Next 50 Years

The demand for material comforts and luxuries which science and industry have supplied so abundantly in the past will, of course, continue—but not at such an accelerated pace. Our people will gain a greater maturity. Man, with more leisure on his hands, will turn to cultural pursuits as an outlet for expression. With improved communications and faster transportation, the world will be more compressed and the answers to the problem of existing on this planet will not be found in science and technology alone, but in improving self-government, dissolving class prejudices and preventing moral decay.

Can we educate more of our people to a higher average mental age, realizing that one of the master keys to a successful democratic form of government is education? Will it be realized that the complex problems of government, of management and labor, of human relations cannot be adequately understood by slogans? Will demagogues become more transparent and a more responsible people beget a more responsible government? Can people of divergent cultural backgrounds be conditioned in lessons of tolerance to live together in peace?

These are the questions that cry for answers in the next fifty years.

—Charles Allen Thomas, president of Monsanto Chemical Co., in the 50th anniversary issue of Monsanto Magazine, December.

Rough Proofs

"Jordan tells RTMA baseball teams with telecasts fare best," says a news story.

But you can't prove it by the Chicago Cubs.

"All too much time," says the revered Federal Trade Commission, "has been consumed in considering such absurdities. We must be practical."

A new era must be dawning.

Noting the decimation of Chicago TV shows, Hugh Davis says he'd like to see them try to move "The Zoo Parade" from the Windy City.

Shouldn't be hard, there are still plenty of snakes on Broadway.

Gladys the beautiful receptionist says so many big shots in the advertising business are now entitled chairmen of the board, she wonders why more stores don't feature silver-mounted gavels as Christmas presents.

In spite of the long continued crusade of Rough Proofs and other equally high-minded institutions against the double cross, some crass or careless folk continue to print it "Xmas."

McCall's is featuring for the holidays "the wonderful candy carousel," and the only real problem may be to make sure the customers know how to pronounce it.

"When a department ceases to function efficiently in the manager's absence," says the Royal Bank of Canada, "management is bad."

That's one reason why good managers take so many nice, long vacations.

"Editors like to get Christmas gifts, public relations survey finds." This is one time the editors are prepared to tip their hats to the public relations industry.

Willard M. Fox thinks analysis of salesmen's activities is a much neglected area of market research, but just what researcher would have the energy to compile a complete run-down on all of them?

Advertising, says the erudite S. I. Hayakawa, "often bears the connotation of half-truth, snobbery and deception."

He may have been looking at some of those highly idealized ads of the bust & bucket industry.

Pickings must be getting lean. A Washington story says the Internal Revenue Bureau is preparing to crack down on the cigar store punch board.

A magazine which says it is read by young men and women in their "courting, marrying, home and family building years" leaves it to you to figure out just when they find the time.

Wall paper jobbers, reports the world's greatest advertising journal, are urged to become more promotional. The alternative is to become wall flowers.

Kansas City Hitting New Highs!

UP 16% **DEPARTMENT STORE SALES** in Kansas City in the four weeks ended November 10 showed an increase of 16% over the corresponding period of 1950. The average increase nationally was 8%.

UP 17% **WAGES PAID** to industrial workers in Kansas City increased 17% in the twelve months ended October 31, 1951.

UP 19% **NUMBER OF WORKERS** in factories increased 19% in Kansas City since October 31, 1950. The average increase nationally was 8%. Gainfully employed number 381,000.

Other Plus Signs!

- + Grandview airport chosen by government for Central Air Defense force headquarters involving an estimated expenditure of more than 50 million dollars.
- + The new 40-million-dollar Ford plant is under construction and represents a potential pay roll of 6,000 to 7,000 workers.
- + Expanding work force at reactivated Lake City munitions plant has reached a figure in excess of 8,000. The gain in one month was 1,500 employees.
- + Apartment projects recently completed or under construction add up to a total cost of more than 18½ million dollars.
- + The Santa Fe railway is spending 4 million dollars in expanding and reconstructing its roundhouse and yard facilities.
- + Major expansion of the Standard Oil's Sugar Creek refinery, scheduled for completion by end of 1952, will boost the capacity from 38,000 to 68,000 barrels a day.
- + States in the Tenth Federal Reserve district currently produce approximately 20 per cent of the nation's crude oil.
- + Kansas City's metropolitan area ranks seventeenth in population among American cities, fifteenth in retail sales, eleventh in wholesale business.

UP 10.8% **BANK DEPOSITS** in Kansas City were up \$139,606,000.00 in one year, as of October 10, 1951—an increase of 10.8%.

UP 11.4% **BANK RESOURCES** in Kansas City were up \$156,019,000.00 in one year, as of October 10, 1951. The increase was 11.4%.

UP 9% **BANK CLEARINGS** in Kansas City for the first ten months in 1951 showed an increase of \$1,239,954,214 over the corresponding period of 1950. The increase was 9%.

UP 9% **CONSTRUCTION CONTRACTS** were up 9% in Kansas City's Federal Reserve District on a value basis for the first nine months of 1951 as against the first nine months of 1950.

UP 5.38% **ADVERTISING LINEAGE** in The Kansas City Star increased 1,787,562 lines in the first ten months of 1951 over the first ten months of 1950—5.38% gain or more than twice the average national gain.

THE KANSAS CITY STAR.

Evening, 359,547. Morning, 356,924. Sunday, 376,351

KANSAS CITY
1729 Grand
Harrison 1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
15 E. 40th St.
Murray Hill 3-6161



3 million automobiles?

the man's mad!

Once upon a time, around 1910 or thereabouts, a great research man addressed an audience of advertising men.

He bounced them right smack off their chairs . . .

"America is no longer a class market," he said. "Within a few years three million automobiles* will be on the roads."

They thought he was off his trolley . . .

His name was Charles Parlin. He worked for Curtis.

He pioneered the mass consumer market.

Who's going to do the same for the mass business market?

*48,540,568 right now! Stay home Sunday.

Advertising has one foot in the door of a great new development.

A new mass market is being opened up. This is as clear and certain to those doing pioneer work in it right now as was the mass consumer market to the Parlins and other pioneers of their day.

This new mass market is business . . . a whopping four times bigger than all the consumer field . . . at least five hundred billion dollars worth of market. *A market with no limitation other than that of your own vision.*

A market that hundreds of advertisers have been scratching at for years. But unless they make a specialized product, limited to specialized markets, up to now they've had to go about it the extravagant way . . .

Everything about the business market is BIG. It's the unceasing hunger of the auto-maker, buying thousands of parts from thousands of suppliers. It's the fantastic chemical field, fastest-growing of all American industry. It's the basic food, drug and clothing businesses. It's aviation, insurance, wholesaling . . .

It's every transaction that goes on *behind* the sale that's made at the retail counter.

It's several millions of businessmen . . . not a relatively few isolated thousands. It's owners, partners, presidents, vp's, treasurers, managers . . . or any man who has anything at all to do with the buying of anything for business and industry.

It's a market bountifully big enough to support a big selling idea. An idea already proved by your consumer cousins.

Mass attack the business market. Surround the major buyers with Nation's Business and its 85 percent coverage of big business (47 percent of the executives). Saturate small business . . . Nation's Business has dominant coverage here. March into any major trading area anywhere in the U. S. A. with at least twice the strength of any other magazine for businessmen.

Nation's Business and its three-quarter million businessman readers will put you in this market with both feet!

mass coverage of business management



NATION'S BUSINESS

A GENERAL MAGAZINE FOR BUSINESSMEN

I. W. Harper Gift Decanter Will Get Big Schenley Push

New York, Dec. 7.—One of the most extensive advertising and promotion campaigns ever to be undertaken by a distiller is being built around the I. W. Harper deluxe decanter gift package.

Dan Goldstein, advertising director for Schenley Distributors Inc., said the decanter program is of "saturation intensity" and is expected to reach virtually all liquor consumers in the U. S. during the coming holiday season.

Highlight of the program, he said, are the three- and four-color covers which the decanter will occupy in 11 national magazines during December.

The newspaper schedule calls for repeated insertions of "dominant" ads in leading newspapers in all bottled-in-bond bourbon markets. Trade publication schedules will give most coverage to the trade in key markets. Spreads on the deluxe decanter will be scheduled, and one-half the trade paper space will appear in four colors, Mr. Goldstein said.

Also, heavy use will be made of both painted and 24-sheet poster boards in most of the larger markets. An "unprecedented" volume of point of sale and display material will blanket key markets, including special streamers, counter stands, litho cards, backbar and window pieces. Huge quantities of four-color pieces will be distributed by direct mail, Mr. Goldstein said.

Nearly all the magazines and newspapers carrying the I. W. Harper gift decanter advertisement are cooperating with Schenley Distributors in sending out promotion letters, merchandising cards and novelty mailing pieces, he added.

The decanter, first put on the market two years ago, has been merchandised as an unusual gift for any occasion and has been particularly popular during the past two Christmas seasons.

The Kleppner Co. is the advertising agency.

Everett-McKinney Named

Everett-McKinney, New York, has been appointed to represent KSYL, Alexandria, La., NBC radio affiliate.

Nat Wood Appointed Editor

Nat Wood, formerly editor and advertising manager of *Northwest Lumber & Building Material Dealer*, Minneapolis, has been appointed automotive editor for Dealer Publishing Co., Los Angeles, publisher of *Automotive Dealer News* and *Western Automotive Service*.

Acme Forms Sales Division

Acme Steel Co., Chicago, has organized a new sales and distributing division, Acme Steel Products,

to handle steel strapping, tools and accessories, stitching wire and equipment and other related industrial strip steel products which formerly were handled by the company's internal consumer products division. Sales of strip steel and special products will remain with the parent company, as will all manufacturing and production operations.

Names McConnell Eastman

Prudential Assurance Co. of England, Montreal, has appointed

McConnell Eastman Co., Montreal, to direct its advertising. Ads are running currently in two consumer magazines and in insurance and financial journals. Stevenson & Scott, Montreal, previously had the account.

Roy Lang Joins Burnett

Roy Lang, formerly with Gardner Advertising, St. Louis, where he specialized on national food accounts, has been appointed an account executive of Leo Burnett Co., Chicago.

Agency Gets Export Account

Irwin Vladimir & Co., San Francisco, has been appointed to direct export advertising for Golden State Co., San Francisco, dairy products manufacturer. Batten, Barton, Durstine & Osborn, San Francisco, is the domestic agency.

Kastor & Sons Gets Account

H. W. Kastor & Sons, Chicago, has been appointed by the Chicago Real Estate Board to handle its advertising. Outdoor and newspaper advertising are planned.

Sure to carry 118 counties every



How to sell

IDEAS

Use retailers of ideas, as you do product retailers. Sell the people who write, edit, speak, teach, preach, manage and govern. These dealers in ideas have a trade paper . . . Harper's . . . which they read for facts and opinions they retail to millions.

Ask for the facts

Harper's *makes*
MAGAZINE *opinion*

CBS-TV Names Thrower

Fred M. Thrower, who recently resigned as video sales v. p. of American Broadcasting Co., has been named v. p. in charge of sales for the Columbia Broadcasting System TV division, New York, replacing David V. Sutton, who resigned last week.

Mathes Appoints Wight

Read Hamilton Wight, director of radio and television for J. M. Mathes Inc., New York, has been named a v. p. of the agency.

Industry Sales Problems Increase: Hood

CHICAGO, Dec. 4—Barring unexpected developments, American industry will come face to face with its own D-Day early in 1953, Arthur A. Hood, v. p. of Vance Publishing Co. and editor, *American Lumberman & Building Products Merchandiser*, told the Chicago Dotted Line Club today.

Charles E. Wilson, director of defense mobilization, recently told Mr. Hood that the country's stock-

piling should be completed by May 1, 1953, and that a large part of the resources marshaled for preparation could again be diverted to production of consumer or industrial goods.

■ Mr. Hood's impression is that the task industry will face at that time will require some honing of sales and distribution facilities if it is to be successfully discharged.

"The fact is that not only many salesmen, but even a majority of sales managers, have never been forced to operate in a buyer's market," he said. "Many of them have no conception of the requirements for success in such a theater, but they are going to have to find out pretty fast."

The tenets of salesmanship are changing rapidly, Mr. Hood said. For instance, the theory that the number of orders bears a definite relation to the number of calls

made has been demolished by insurance men. They formerly spent 5% of their time in preparation, and 95% in actual selling. Now 90% of their time is spent in preparation, and sales have quadrupled.

Lever Buys Another Soap Opera for Surf

Lever Bros., New York, will present "Joy Jordan M. D.," a daytime drama which has been missing from the airwaves for three years, over ABC, Monday through Friday, starting Dec. 10 at 3:30 p. m., EST. Surf will be the featured product.

This is the second soap opera to be added to the Surf lineup in recent months and brings to three the number of radio-visual shows carried for the product. The others: "Lone Journey" (ABC-AM) and "Hawkins Falls" (NBC-TV). N. W. Ayer & Son, New York, is the agency.

Mack Leblang Co. Moves

Mack Leblang Co., agency formed last January, has moved to new quarters at 7 E. 42nd St., New York.

time!

WCCO's popular local personalities are not the fellows to stay at home and rest on their laurels. These favorite sons of the Northwest—like Cedric Adams, George Grim, Bob DeHaven, Larry Haeg, Whoopee John, and the cast of Checkerboard Quiz—get out and win *more* friends (every one a listener)!

Last year, for example, they barnstormed from dawn 'til dusk through 153 Northwest towns (typical town: Waconia, Minnesota, where 1,500 out of a total population of 1,569 turned out to see farm expert Larry Haeg), putting on shows, shaking hands with the local folk . . . and talking about WCCO, its programs, its sponsors and products.

It all added up to a junket of almost 62,000 miles . . . 230 personal appearances.

And how do these campaign trips affect listening? That's an easy one. Any way you check the popular vote, WCCO is the first choice of listeners in its 118-county area.* In fact, *virtually one out of every two families listening in this tremendous territory—day or night—is tuned to WCCO!**

To be sure your sales messages are carried and *listened to* throughout the great Northwest market, ask us to suggest the right candidate to take *your* case to the people and win sales for you . . . every time.

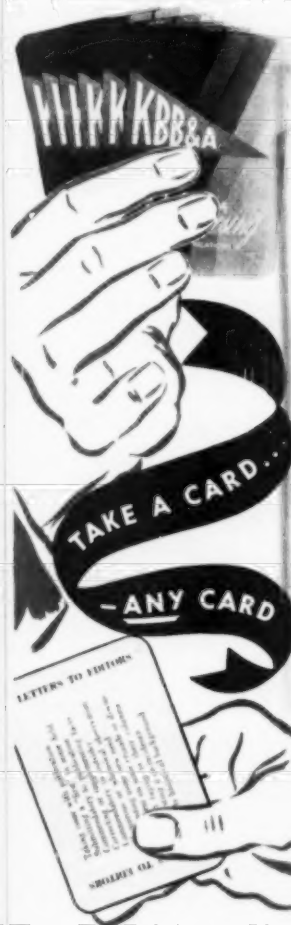
WCCO

Minneapolis—St. Paul

Represented by

CBS Radio Spot Sales

*RMB Daytime 50-100% Area, 1949.
*WCCO Listener Diary.
Fall 1950: 6 am - 12 mid., 7 days.



FOR A COMPLETE LIST OF PUBLICITY IDEAS

52 Different Publicity Pegs
—With 312 NEWS Subjects

Your company made news today! Did you recognize it? Will it get into print? This compact "NEWS-DECK" lists 312 company happenings which editors consider news, classified under 52 main heads. Keep better publicity flowing to newspapers, trade papers, magazines, radio, with this compact idea-file. The finest publicity "tackler" published, it's yours for only \$5 p.p.!



LIMITED PRINTING!

First come, first served on this limited, private printing. Send your order and check to:

KENNETH B. BUTLER & ASSOC.
Advertising • Public Relations
700 14TH AVE. • MENDOTA 1, ILL.

Medical Dollar Buys More Today Than It Did in 1930: AMA

CHICAGO, Dec. 5—Americans are getting more and better medical care today than they did 20 years ago for the same proportion of their budget, according to a report from the bureau of medical economic research of the American Medical Assn.

During the last 20 years the amount of the consumer's budget spent for medical care has fluctuated around 4%, according to U. S. Department of Commerce statistics. In 1942 it was 4.2% and in 1950, 4.4%.

The rise between 1945 and 1950 reflects wartime conditions, says Dr. Frank G. Dickinson, director of the AMA economic bureau, pointing to the rapid rise in hospital room rates, increase in the birth rate and increased use of hospitals.

■ The physician's share of the medical dollar has actually dropped 12% in the last 20 years, from 31.8¢ to 29.1¢, while the hospital's share rose 6%, from 13.9¢ to 23.1¢.

According to Dr. Dickinson, only 53% of a week's wages was necessary in 1950 to purchase the same medical services for which the worker spent a week's wages during the period from 1935 to 1939.

The report stressed the fact that the patient received more service in 1950 than he did in 1935 (from one-third to one-half again as much). Introduction of "wonder" drugs, improved transportation, and more patients seen in offices and clinics helped the average physician in giving more service.

Motorola Buys Game

Motorola Inc., Chicago, through Ruthrauff & Ryan, will present the 27th annual East-West football game on radio (Mutual) and TV (DuMont). Seventeen Shrine hospitals will benefit from the event, which will be staged Dec. 29.

Stevens, Murray Affiliate

Stevens Gross Studios, Chicago, has affiliated with Nicholas Murray & Associates, New York color photography studio specializing in still life and figure illustrations, sets in the studio and shots on location.

Revere Copper Chairman



J. J. Russell has been elected Chairman of the Board of Revere Copper and Brass Incorporated, New York. Mr. Russell and 365,024 other men of action throughout American business read The Wall Street Journal daily.

(Advertisement)

KGLN Changes Hands

Ownership of KGLN, Glenwood Springs, Colo., is being transferred from Western Slope Broadcasting Co. to KGLN Inc. In the new corporation, Rex and Charles Howell are the major stockholders.

Weintraub Names Treyz

Oliver Treyz, former director of sales development for American Broadcasting Co., has joined William H. Weintraub & Co., New York, as an executive on the copy staff.

Electric Companies Try TV

Making its bow in video, the Electric Companies Advertising Program, New York, will present a 30-minute film drama in 31 cities starting in January. N. Y. Ayer & Son will handle the series, which is being placed on a spot basis.

Columbia Names Meade

Vincent Meade, who has been in the CBS radio spot sales department since 1949, has been promoted to assistant director of research in New York.

Offers Film for TV Use

Eagle Lion Studios has announced it has 3,000,000 feet of stock film, including sound effects and background material, in b&w and in color, which is available for use in television production.

Joins Doherty, Clifford

Norman W. Glenn has been named executive assistant to the media director of Doherty, Clifford & Shenfield, New York. He formerly was in the sales department of National Broadcasting Co.

Sanka Buys Newscast

General Foods Corp., New York, will present a five-minute weekly newscast for Sanka coffee over ABC starting Dec. 29 at 9:55 p. m., EST. Young & Rubicam handles this product.

Wood Joins Fort Industry

Robert C. Wood, formerly account executive and radio-TV director of Victor van der Linde Co., New York, has been appointed midwestern national sales manager for Fort Industry Co., Toledo.

Backbone

FOR A \$100 BILLION-A-YEAR JOB



- 1. Milling Machine
- 2. Automatic Lathe
- 3. Multiple-Spindle Drilling Machine
- 4. Boring Machine
- 5. Transfer Machine
- 6. Honing Machine
- 7. Horizontal Boring, Drilling & Milling Machine
- 8. Broaching Machine
- 9. Grinding Machine
- 10. Planer

Piatt & Smillie Ad Offers Financial Aid to Distributors

St. Louis, Dec. 6—Out to increase its distributors' sales, Piatt & Smillie Chemicals, marketer of sanitary supplies, took a two-color spread in the December *Sanitary Maintenance* to offer "deserving but under-capitalized" distributors adequate financing arrangements

to accelerate their progress in selling the company's floor cleaning product, First.

Pointing out that it has no intention "of becoming just another 'flash in the pan'" (the company's sales have risen from \$75,000 to \$2,000,000 in the past three years), the editorial-type ad goes on to state:

"We love this business—and we're in it for keeps. Unlike some marketers who have seen success slip from their grasp, strict cost

control governs our entire operation. And, as we've been preaching to First distributors, no business ever 'lost money' which knew its costs accurately—and did something about them."

■ The ad explains that the financial plight of sanitary supply distributors is the greatest deterrent to the progress not only of Piatt & Smillie, but of the entire industry. To relieve the situation as much as possible, the company of-

fers to arrange a financing plan for the distributor who is "on the way up and a good moral risk."

Commenting in the ad on its sales rise, Piatt & Smillie states: "Published records prove we are by far the largest investors in advertising in our field. . . We've done in two years what few manufacturers accomplish in 20. We have done it because we have been willing to plow back into our business every possible sales dollar. This doesn't mean we are losing money

—or 'going broke.' We aren't. We are sacrificing profit for one very selfish reason: To pyramid sales, for our distributors and ourselves, like no one in this field has ever done."

Sets Rubber Footwear Drive

McKim Advertising, Toronto, for Gutta Percha & Rubber Ltd., Toronto, has launched an extensive winter campaign to promote sales of Gutta Percha rubber footwear. Color and b/w ads in French and English national magazines and weekend newspapers, plus car cards and point of purchase materials will be used. The drive is being preceded by an intensive direct mail campaign to footwear dealers across Canada.

Michener Gets Account

Michener & O'Connor, Harrisburg, Pa., has been appointed to handle television advertising for Hershey Estates, Hershey, Pa.

These are a few of the machines which help to make Metalworking the most productive of all industries.

They are also some of the tremendously important types of machinery for which *American Machinist* carries more advertising than any other magazine in the world.

They are expensive machines...and the men who say "Yes" to their purchase must have real buying authority.

***American Machinist's* ability to deliver the biggest, all-paid subscription audience of any metalworking magazine... and an audience highly concentrated among management men with the authority to say "Yes" to important purchases*... is the reason advertisers to Metalworking invest the most dollars in *American Machinist* year after year.**

It is also a good reason why you can sell more, in big quantities, at less cost, when you concentrate your advertising in.....

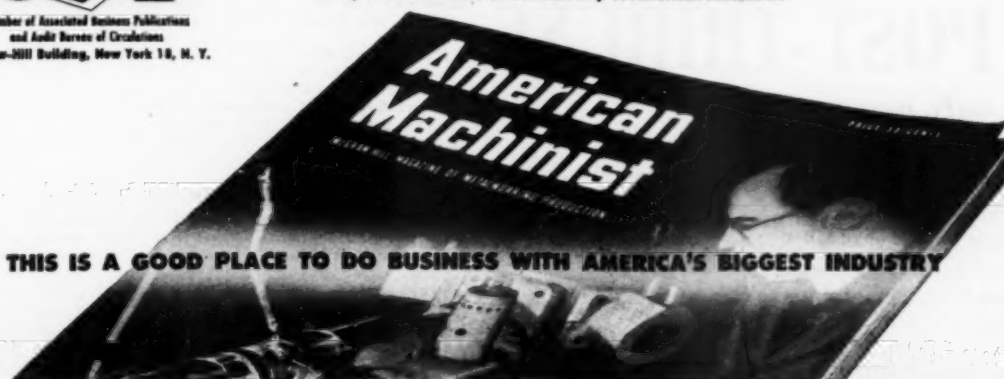
American Machinist

**American Machinist* offers you 9,869 more management subscribers than any other metalworking publication (ABC 6/51: subscriptions to corporate officials, department managers, superintendents, and engineers). And for PROOF of the high buying power of the *American Machinist* audience, ask for your copy of the Advertising Research Foundation's Study of the Audience and Readership of *American Machinist*.

THE MCGRAW-HILL MAGAZINE OF METALWORKING-PRODUCTION



Member of Associated Business Publications and Audit Bureau of Circulations
McGraw-Hill Building, New York 18, N. Y.



Need Sales?

Many concerns grow bigger with the proper advertising plan. Whether your advertising budget is only a few thousand or hundreds of thousands, the right advertisement, placed in the right publications, in the right size space, at the right time, will bring you greater results.

You Pay No More

on all space and time. You obtain powerful, action-impelling copy. You get proven media selection. You give your advertising dollars a chance to go further when you place your advertising through the Martin Advertising Agency.

Personal Service

This organization, through genuine interest in the business success of its clients, through earnest cooperative effort and skilled, efficient individualized service, has helped reduce advertising waste and increase sales for many concerns.

Experience Counts

We offer you 28 years successful experience in planning, preparing and placing advertising that builds businesses, produces orders and secures low cost inquiries. At your disposal are sales-producing ideas, top-flight creative ability, sound advice, capable business judgment and thinking.

Martin Advertising Agency

Newspaper • Magazine • Trade Paper
Radio • Television

15A East 40th St., New York

Phone LEXington 2-4751-2-3

Established 1923

KLAC, Drug Chain in Tie-Up

KLAC, Los Angeles, and Thrifty Drug Stores, Los Angeles, have tied up in a promotion which will give the drug chain free publicity and the station mail results which will show prospective clients its present pulling power. The campaign, which runs two weeks beginning Nov. 26, 9-11 p.m. daily, features a contest in which listeners are asked to name a new sundae being sold by the Thrifty stores. First prize is a television set and second and third prizes are radios.

WLIZ Buys WICC

WLIZ, Bridgeport, Conn., owned and operated by Bridgeport Broadcasting Co., has purchased WICC, Bridgeport, subject to approval of the Federal Communications Commission.

'Fortune' Relates Paradoxes Facing Downtown Stores

NEW YORK, Dec. 4—Some department store executives think that in future years "the downtown store will become a basement-and-budget type of operation only" as suburban branches shoulder an increasingly important part of the business.

That's one of the things the December *Fortune* found out in a story on the spectacular development of suburban department store branches from coast to coast.

One of the reasons is the high cost of public transportation. In Chicago, fare for a family of four

would be \$1.40 to look inside a department store in the loop. In New York, assuming the 15¢ fare goes through, the trip would cost the family \$1.20. Further, parking and traffic are so difficult that only the very hardy would try to bring an automobile into a department store area—like Manhattan's Herald Square.

As a result, downtown stores in Los Angeles accounted for only 35% of total department store volume in that area in 1950; New York's suburban swing is evident—12 downtown stores now maintain 36 branch stores, with two more a-building.

Integrated shopping centers, clustered around one or more large department store branches, are now a feature of suburbs of cities from Boston to Seattle. These centers often have many of the downtown hazards, because, as satellite stores are added to the center, a traffic and parking problem results which mirrors in miniature the situation downtown.

While some department store executives think downtown stores can be revitalized by superhighways into the center of the city, rebuilding blighted areas and other measures, the magazine points out this also enables commuters to move farther out in the suburbs and drive to work.

Johnson Named Ad Manager by Melrose Distillers

James H. Johnson, v.p. of Melrose Distillers Inc., New York, has been named director of advertising and merchandising, a newly created position. For the past two years he has been manager of the company's state stores division.

He started his career in the advertising department of the Cleveland Plain Dealer, leaving the newspaper to open his own agency, which he dissolved to become sales manager for the direct mail division of Reuben H. Donnelley Corp., Chicago. He entered the wine and spirits industry after Repeal, and held executive positions with several other distillers before joining the Melrose organization. Under Mr. Johnson's supervision, Stanley B. Monasch and B. B. Haas will continue as advertising managers, with added brand responsibilities.



J. H. Johnson

Getting Personal

John Mather Lupton, head of the New York agency of that name, who lives in Weston, Conn., has announced his candidacy for nomination for the U. S. Senate on the Republican ticket in the '52 election. **John Pattison Williams**, executive v.p. of Great Trails Broadcasting Corp. (WING, Dayton, and WIZE, Springfield), has been elected to the board of the Ohio Chamber of Commerce to represent radio. And **George H. Lenning**, dean of WING's sales force, has been elected 1st v.p. of the Dayton Food Trade Assn. . .

October first prize winner in the muskalong class of the Louis A. Wehle fishing contest with a 41-lb., 3 oz. catch was **J. Ruppert Schalk**, v.p. of Ruppert Brewery, New York. And he collects his prize money from **Louis A. Wehle**, board chairman of Genesee Brewing Co., Rochester. Mr. Wehle was pleased about it; says Mr. Schalk is "a good fellow sportsman, a nice guy and a very friendly competitor." . . .

A surprise birthday cake appeared at a dinner in McMinnville, Ore., honoring **Arthur E. House** (House & Leland agency), sparkplug of Oregon Advertising Club's Flying Squadron, which was making its first "flight" of the year before a McMinnville audience. A public relations section by **George Griffis** (Pacific National Advertising) has been added to this year's agenda. . .

John T. Nolan Jr., executive v.p. of Keeler & Stites Co., Cincinnati agency, has been appointed a member of the board of trustees of the Cincinnati Public Library by the Hamilton County common pleas court judges. . . The **Carl Wards** of Norwalk, Conn. (he's general manager of Station WCBS, New York), are parents of a baby boy.



ROUND-THE-WORLD—Mr. and Mrs. Will C. Grant are pictured just before leaving for a world wide flight during which they will visit Grant Advertising offices on every continent.

Ernest W. Lawson, publisher and general manager of the *Item*, Lynn, Mass., has received a gold plaque from the Lynn Exchange Club "for outstanding achievement" in sponsoring numerous civic endeavors. . .

The Better Business Bureau of Des Moines has reelected **Edwin P. Leader**, ad manager of Bankers Life Co., as its president. Mr. Leader is in his fifth year as a director of the bureau. . . With the addition of a daughter, Bernadette, born Nov. 19, the family of **G. A. Savard**, president of H. W. Gossard Co., Chicago, includes five—three boys and two girls. . .



STYLE CONSCIOUS—Ted Stevens, left, sales promotion manager of Glenn Martin Co., receives a Champ hat for modeling in a men's style show put on by the Baltimore Advertising Club from George Getman of Joseph Katz Co., club president. All models in the show, sponsored by the Hochschild Kohn & Co. store, Marlboro Shirt Co., Champ Hats and Pioneer Suspender Co., were members of the club.

Pers Crowell, art director of Carvel Nelson & Powell, Portland, Ore., agency, has written and illustrated a new book, his third, "Cavalcade of American Horses," published by McGraw-Hill Dec. 3. . . **Herb Byer** and **Gus Bowman** marked their 25th anniversary in the agency business (Byer & Bowman, Columbus, O.) with a silver anniversary party Nov. 30, at which they and the third partner, **Joel Burghalter**, were hosts. . .

Craig Lawrence, executive v.p. of Cowles Broadcasting Co. and general manager of WCOP, Boston, has been appointed Massachusetts radio chairman for the Crusade for Freedom. . . First child for **Bill Wilcox**, KCBS (San Francisco) promotion writer, and his wife Annalee arrived a couple of weeks ago. They named her Kathleen Gloria. . .

Louis Wolfson, account executive at WTVJ, Miami, was married to Lynn Rabin at the Roney Plaza, Miami Beach, on Nov. 21. . . Co-chairmen of the advertisers division of the sixth annual American Brotherhood dinner held in Chicago Dec. 6 were **Marvin L. Mann**, v.p. of Weiss & Geller; **C. W. Hanson**, Chicago manager of Life; and **Joshua J. D. Derry**, *Time's* Chicago manager. **Fowler McCormick**, International Harvester chairman, was chairman of the dinner, at which **Henry Luce** (*Time-Life-Fortune*) was chief speaker. . .

1,011,687 **OK's**

Whenever any one of 1,580

Elks lodges OK's a man for membership

... you can safely OK him

as a preferred prospect.

There are 1,011,687
such men who read
and own . . .

THE
Elks
MAGAZINE

New York • Chicago • Detroit • Los Angeles

DON'T LET ANYBODY KID YOU

there's no substitute, absolutely no substitute for

THE GARY POST-TRIBUNE

Gary's only newspaper

for delivering your advertising with sales-producing impact in the Gary Metropolitan Trading Area.

More than twice the effective coverage of all Chicago dailies combined in this area, and no other medium even approaches our audience and local level influence in this market.

GARY Metropolis of Indiana Industry
Second City in the State



In Chicago,
it takes 2 to put your proposition over

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.*

Today it takes two daily newspapers to reach a majority of the market—and for MOST net unduplicated coverage, one of your two MUST be The Chicago SUN-TIMES!

*See your copy of the independent Publication Research Service study, "Chicago Daily Newspaper Coverage and Duplication, 1951," or write us for details.



**CONCENTRATED WHERE MOST
OF THE BUYING IS DONE!**

**CHICAGO
SUN-TIMES**

211 W. Wacker Drive
ANDover 3-4800
Chicago 6

250 Park Avenue
PLaza 3-1103
New York 17

TOTAL CIRCULATION, 586,970 AVERAGE NET PAID DAILY (ABC PUBLISHER'S STATEMENT FOR 6 MONTHS ENDING SEPTEMBER 30, 1951)

IF YOU PLAN TO USE MAGAZINES
IN 1952 TO SELL GOODS OR
SERVICES, YOU'LL WANT TO KNOW...

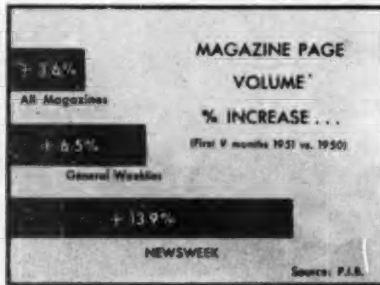
What happened

FACT #1

The best indication of what happened to magazines during 1951 is in the number of advertising pages which companies placed in magazines. During the first nine months of 1951, magazines showed a growth of 3.6% in pages over the comparable period for 1950. And NEWSWEEK's rate of page

growth was greater than most: in fact its rate of gain was four times that of the average of all magazines... more than twice that of all general weeklies.

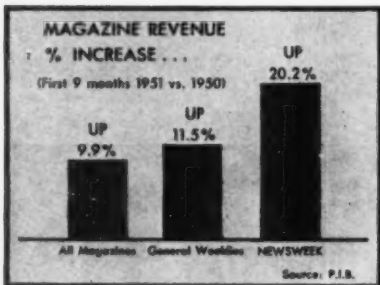
AND NOTE: during the full year of 1951, advertisers will run 2,890 pages of advertising in NEWSWEEK alone. More proof that advertising in NEWSWEEK pays off.



FACT #2

Magazine revenue, too, has gone up during the first nine months of 1951. In other words, advertisers have continued to express their confidence in magazines as the leading national advertising medium by investing more dollars than ever before. The chart tells the story.

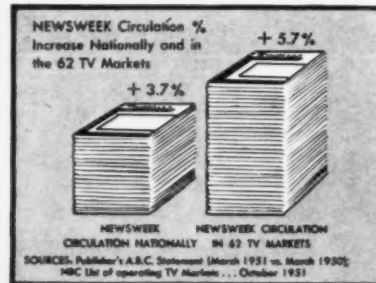
AND NOTE: NEWSWEEK'S revenue gained at a rate better than twice that of all P.I.B.-measured magazines... nearly twice that of all general weeklies. In 1951 advertisers will invest over \$12,000,000 in NEWSWEEK. Proof that advertising in NEWSWEEK pays off.



FACT #4

Despite the dire prophecies of what television would do to magazine circulations, more people are reading more magazines than ever before. A.B.C. circulations of all magazines for the first six months of 1951 had risen a good 4,000,000 copies over 1950. And NEWSWEEK's rate of gain was better than the average of all magazines—six times that of all general weeklies. In fact, NEWSWEEK's circulation of 851,036 was the highest average net paid in its history.

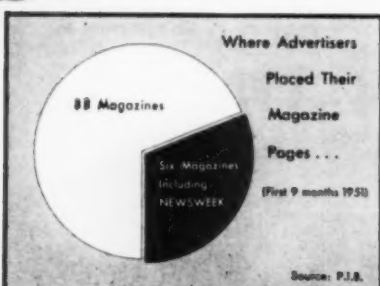
AND NOTE from the chart: NEWSWEEK circulation in TV markets was 5.3% ahead of what it was a year ago when there were far fewer TV sets in operation. This rate of gain in TV markets was 40% better than that which NEWSWEEK made nationally. Proof that NEWSWEEK is delivering a vital editorial product that is attuned to today.



FACT #3

In magazines, as in other media, some vehicles do the job more thoroughly—and more efficiently—than others. Advertisers

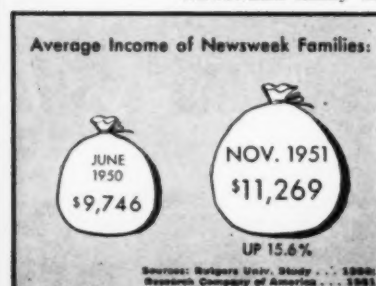
recognize this fact and make their magazine choices accordingly. During the first nine months of 1951, the top six magazines in advertising pages—Business Week, Life, New Yorker, NEWSWEEK, Saturday Evening Post and Time—carried nearly one-third of the page volume of all 94 magazines measured by P.I.B.!



FACT #5

The quality of magazine circulation has kept pace, too, if what has happened to the income of NEWSWEEK reader families is any indication. A survey just completed shows that the average NEWSWEEK family income has increased 15.6% over the last year and one-half—now a record \$11,269!

AND NOTE: 32.7% of the NEWSWEEK audience—or 261,600 families—have incomes over \$10,000 as contrasted to 2.4% for the country as a whole. No wonder that advertising in NEWSWEEK pays off—handsomely.



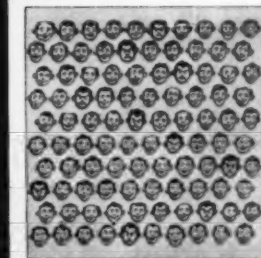
to magazines in 1951?

It's a good question

And a significant one. For magazines are the country's #1 national advertising medium . . . and what happened to magazines in 1951 is a pretty good yardstick for measuring the advertising year ahead!

Realizing that in the next thirty days, many advertisers will be signing their 1952 schedules . . . and that there are still many unanswered questions about magazines in relation to TV, to radio, to newspapers, to other major advertising media—and even to each other—NEWSWEEK is pleased to present the following facts, figures and significant conclusions.

FACT #6



SOURCE: P.A.B. 1st six months, 1951

Advertisers who place the 100 largest individual campaigns in news and business magazines place 90 of them in NEWSWEEK. No other publication gets as many of these campaigns; only one gets more pages. In other words, 9 out of 10 of these large advertisers choose NEWSWEEK to reach the high-income, executive audience . . .

FACT #7



One good indication of the worth of any magazine is the new advertisers it attracts. In this regard, it's significant that NEWSWEEK has added 217 new advertisers in 1951.

These companies are in NEWSWEEK today because they recognize that advertising in NEWSWEEK pays off.

1951 has been a **BIG** year for magazines...

FOR NEWSWEEK

IT'S BEEN BIGGEST YET!

It's the book for you in '52



TV Set Owners Also Own Most Radios

NEW YORK, Dec. 4—Television families in the U. S. have more radio sets in working order than do radio-only homes, according to an American Research Bureau study, sponsored jointly by the radio networks of Columbia Broadcasting System and National Broadcasting Co.

This survey found that in every 100 TV families there are 253 radio sets in working order, compared with 219 working radios in every 100 families without TV. Detailed comparisons show:

	Radio-Only Families	Radio-TV Families
One or more radios	97%	98%
Two or more radios	68	77
Three or more radios	35	46
Four or more radios	14	22
Five or more radios	5	10

■ These findings were based on diary reports covering the month of August. Some 3,600 persons were included in the sample; 93% of them replied.

The survey confirmed what many people have suspected for some time: the trend in listening is toward the away-from-the-living-room set, with 77% of listening in TV homes and 51% of listening in radio-only homes done on "secondary" receivers.

Not too surprisingly, the TV families had fewer radios in the living room than radio-only families, but they had more every place else—in bedrooms, kitchens and automobiles. They also had more portables.

■ Among the video owning portion of the population, mother remains the most faithful radio fan, with father next and children last.

ARB found the average American spending three times as much of his day with radio as he does with newspapers, and five times as much as with magazines. (CBS' and NBC's joint release did not mention TV here, because they figured it wouldn't be wise with the others having national coverage and TV being limited.)

The breakdown by media: listening to radio, 109 minutes; reading newspapers, 35 minutes, and reading magazines, 19 minutes.

■ The distribution of total radio listening by location of sets (based on more than half of the replies—those sufficiently detailed to use):

TOTAL DAY, 6 a.m.—12 p.m.			
	Radio-Only Homes	Radio-TV Homes	
Living Room	49.5%	22.9%	
Kitchen	27.2	50.0	
Bedroom	13.2	9.6	
Dining room	3.6	6.2	
Automobile	1.5	6.3	
All other*	5.0	5.0	
	100.0	100.0	

EVENING, 6 p.m.—12 p.m.			
	Radio-Only Homes	Radio-TV Homes	
Living room	59.4%	29.0%	
Kitchen	16.2	37.4	
Bedroom	15.5	14.2	
Dining room	2.5	5.1	
Automobile	1.6	6.3	
All other*	4.8	7.8	
	100.0	100.0	

AFTERNOON, 12 a.m.—6 p.m.			
	Radio-Only Homes	Radio-TV Homes	
Living room	32.8%	23.8%	
Kitchen	24.4	43.9	
Bedroom	11.4	9.1	
Dining room	3.3	6.5	
Automobile	1.8	8.8	
All other*	6.3	7.8	
	100.0	100.0	

MORNING, 6 a.m.—12 a.m.			
	Radio-Only Homes	Radio-TV Homes	
Living Room	36.4%	20.1%	
Kitchen	40.9	59.2	
Bedroom	12.7	8.3	
Dining room	4.9	6.3	
Automobile	1.2	4.2	
All other*	3.9	1.9	
	100.0	100.0	

*Includes: other rooms, work, beach, restaurants and other people's homes.

The sponsoring networks will provide breakdowns of "secondary" set listening to individual programs as a special service to advertisers "wherever program audiences are big enough to assure accurate measurements by various types and location of sets." A relatively few high-rating programs will be able to meet this qualification.

Blatz Brewing Corp. Names H. A. Goodwin Sales Head

Herbert A. Goodwin, formerly v.p. in charge of sales of Falstaff Brewing Corp., St. Louis, has been



Herbert A. Goodwin

appointed director of sales for Blatz Brewing Corp., Milwaukee, effective Jan. 2. He was promoted to his post as v.p. of sales for Falstaff Brewing in 1949, after two years as general sales manager. Prior to joining Falstaff, he was a brewing account executive for Dancer-Fitzgerald-Sample in Chicago.

Koffler Promoted to V. P.

Herman M. Koffler, sales manager since 1947, has been promoted to v.p. in charge of sales of American Luggage Works Inc., Providence, manufacturer of American Tourister luggage.

Coy Still Confident TV Allocation Plan Will Be Out Feb. 1

WASHINGTON, Dec. 4—Federal Communications Commission Chairman Wayne Coy remains confident that a new allocation plan for television will be issued by Feb. 1 and that the processing of new applications for stations will be under way by April 1.

In an address before the radio commission of the Southern Baptist Convention, he reported that more than 1,500 briefs were filed when the last deadline passed Nov. 26 for would-be telecasters to submit comments on FCC's plan for a TV system involving the 12 existing VHF channels and 70 new channels in the ultra-high-frequency band.

Predicting that the plan would be complete in 60 days, and that the processing of applications

would begin by April 1, Chairman Coy said the number of TV stations may increase from 108 to 1,500 within five years and in ten years we may have 2,500. He said the number of sets in use may reach 20,000,000 by the end of next year.

Albuquerque Adclub Formed

Phil Willmarth of S. A. Box Advertising has been elected the first president of the newly formed Advertising Club of Albuquerque, N. M. Other officers elected are: Bob Pettingell, publisher of *Sun Trails*, v.p.; Malcolm A. Bolles, general advertising manager, Albuquerque Publishing Co., secretary, and Rhea Bennett of Ward Anderson Printing Co., treasurer.

Smith Mfg. Drops Agency

Robert Smith Mfg. Co., Los Angeles manufacturer of Nylon Dip, soapless compound for washing hosiery and lingerie, is now placing its advertising direct. Buchanan & Co., Los Angeles, was its agency.

Who pushes your product?



Now . . . ADVERTISING NOVELTY in the Magic Folder

The Trickiest Most Useful Billfold Ever Offered

AN INTRIGUING GOOD-WILL BUILDER

Solves your "search" for a "different" name-imprinted novelty give-away. Magically and mysteriously locks bills securely under cross straps—with a quick "turn over" of the Folder—separates dollar bills from larger bills in a twinkling—appears to change serial numbers from one dollar bill to another, each time the Folder is opened. Size 6 1/2" x 3 1/2" closed; pure virgin vinyl plastic; won't dull; outwears leather; a modern replacement for the conventional wallet; for pocket or purse; color choices. Write today for quantity prices and circular.

CHARMS & CAIN (mfrs.)
407 S. Dearborn St., Dept. AA-9, Chicago 5, Ill.

Four A's Annual Ad Exams for Students Will Be Held in 13 Cities Feb. 16, 23

New York, Dec. 4—The sixth annual examinations for advertising conducted by the American Assn. of Advertising Agencies will be held Feb. 16 and 23, in centers across the country. The tests are administered in each area by Four A's council and chapter regional examination committees.

Given annually to attract high-caliber young people to advertising, the two-part examination includes tests of aptitude, temperament and practical knowledge of various kinds of advertising work, such as copy writing, radio and TV production, research, etc. The exams are intended for college students in their senior year and people employed in businesses other than advertising agencies.

■ Cities where the examinations will be given include Baltimore, Boston, New York and Philadel-

phia in the East; Chicago, Cleveland, Dayton, Detroit, Minneapolis, Pittsburgh and St. Louis in the central states, and Los Angeles and San Francisco on the Pacific Coast. Other cities may be added later.

Applications may be made to the Four A's examination committee chairmen in the cities where the tests are to be taken or through Four A's headquarters, 420 Lexington Ave., New York 17. A \$20 fee, covering part of the cost of the examination, is charged.

Walsh Advertising Names 2

Hal C. Sparkman, formerly head of the foods division of McKim Advertising, Toronto, has been appointed senior account executive of Walsh Advertising, Toronto. Thomas L. Marchant, formerly director of his own sales promotion organization, has been



HOLIDAY COOKIES—American Dairy Assn. accents the use of butter "to make the best Christmas cookies" in its December ad, running in *Better Homes & Gardens*, *Good Housekeeping* and *Parents' Magazine*. Campbell-Mithun is the agency.

ABC Reports 1951 Profit

American Broadcasting Co., New York, and its subsidiaries report a net income for the nine months ended Sept. 30 of \$77,000. This compares with a loss of \$877,000 for the nine months ended Sept. 30, 1950.

Royal Typewriter Boosts 2

H. F. Madden, eastern district manager, has been promoted to general sales manager of Royal Typewriter Co., Montreal, and L. C. Bowen has been promoted to managing director.

Thompson to Brown-Forman

Brown-Forman Distillers Corp., Louisville, has appointed Harold Thompson sales supervisor of the Cincinnati, Columbus and Dayton areas.

Joins Meldrum & Fewsmith

Thomas H. Doenges, formerly associated with weekly newspapers in southeastern Michigan, has joined the Detroit copy and creative staff of Meldrum & Fewsmith.

appointed copy chief and radio director in the Montreal office.

'Suspense' Awarded for Camera Work

New York, Dec. 4—The January issue of *Modern Photography* will present a special feature on the photographic story of "Suspense," the television drama presented by Electric Auto-Lite Co. on the CBS-TV network every Tuesday night, and the magazine will present the company with a special award of excellence, the first it has given to a television program.

"Suspense" was selected by the magazine's editors after they had viewed almost every nighttime television program for photographic technique.

While selected because of its superior camera work, the magazine says, Electric Auto-Lite Co.'s show was chosen also because of its story themes and consistent quality. Cecil & Presbrey is the agency.

■ The article in the January issue of *Modern Photography* explains with text and photographs how the difference between a good and bad TV show can hinge on the director's use of the TV camera.

CBS plans to send reprints of the *Modern Photography* article to several thousand newspapers and fan magazines. Electric Auto-Lite is doing a similar promotion to its distributors.

Presentation of the award will be made Dec. 11.

Arvin Starts Yule Drive

Arvin Industries Inc., Columbus, Ind., has launched a pre-Christmas drive, with newspaper insertions in 31 markets, for its Dual Power custom chassis television receiver. Slogan of the campaign is "Check the chassis." Each ad in the series features a design and construction chart setting forth eleven points of chassis comparison. The promotion opened with 700-line ads on Wednesday, Nov. 14, continued with 800-line insertions on Wednesday, Nov. 28 and wound up with 700-line ads on Wednesday, Dec. 5. Roche, Williams & Cleary, Chicago, is the agency.

Lehon Co. Appoints Agency

Lehon Co., Chicago, manufacturer of Mule-Hide roofing products, has appointed Ewell & Thurber Associates, Chicago, to direct its advertising. Reincke, Meyer & Finn, Chicago, formerly had the account.

Let's check the brands that bloom on the Christmas Tree this season . . . in more than 2½ million substantial American homes. Like to be there? Well, no medium can put you there as effectively as *The American Magazine*. Because, month-after-month, the year 'round, *The American* is monitoring these families toward better living and wiser buying through *Family Service* Editorial.

Examples of Family Service—the December issue

Advertisers of anti-biotics, tonics, emulsions, vitamin tablets, cold remedies, read: **THE MEDICINE YOU MAKE YOURSELF**, a Family Health article.

Advertisers of television, radio, phonographs, records, recorders, sheet music, musical instruments, read: **I BROKE INTO TV**, a quick peek behind the scenes of America's fastest growing industry.

Examples of Family Service—coming in January

Advertisers of food products, kitchen equipment, dinner ware, read: **MORE MEAT FOR YOUR MONEY**, novel and informative article on Family Diet.

Advertisers of travel, wholesale and retail—by air, land or sea; of traveler's checks, insurance, luggage, or apparel, read: **ONE THOUSAND MILES OF MAGIC**, a Family Travel article covering the scenic Gulf Coast from Brownsville, Texas to Appalachicola, Florida.

Here are all the prime ingredients for a successful advertising recipe: *The American Magazine* . . . over 2½ million families . . . incomes 38.7% above U. S. average . . . *Family Service* Editorial that pushes the family to bigger and better buying. In the *American* magazine your advertising costs less because *The American Magazine* lives longer and pushes harder.



buy **THE American MAGAZINE**

...sell the American family



Another First for St. Petersburg

In the past decade St. Petersburg again led the large cities of Florida in percentage of growth. This dynamic community increased its population at the rate of

59%

St. Petersburg, with retail sales in excess of \$142,279,000, is a market of importance—and you can reach it through its dominant morning and Sunday newspaper, **THE TIMES**. No outside newspaper has as much as 500 daily circulation here.

ST. PETERSBURG—FLORIDA

Daily **TIMES** Sunday

Represented by
Thals & Simpson Co. Inc.
New York • Detroit • Chicago • Atlanta
V. J. Obanner, Jr. in
Jacksonville, Fla.

New Lucky Strike Campaign Blasted by Dallas Ad Group

DALLAS, Dec. 6—The Dallas Advertising League severely criticized American Tobacco's "new evidence proves Luckies best-made of five principal brands" campaign at its annual meeting last week.

The league's criticism was made in the form of a resolution, which was adopted unanimously. It read:

WHEREAS, in standing steadfastly for more than 40 years for truth in advertising, the Dallas Advertising League

has not only militantly opposed fake, misleading, and scheme advertising but has vigorously discouraged the use by legitimate advertisers, agencies, and media of practices which tend to discredit and impair the effectiveness of all advertising, and

WHEREAS, the members of the Dallas Advertising League now note with growing concern and regret the increasing tendency of some few advertisers, particularly certain ones in the tobacco industry, to resort to copy stratagems to win public belief of their advertising messages which by implication attack the integrity of all advertising, as witnessed by the current "Now! Facts! Not Claims!" campaign of Lucky Strike cigarettes, and

WHEREAS, such tactics are considered by the Dallas Advertising League to be unworthy of the high professional standing of advertising today and as tending to destroy public confidence in advertising as a whole;

NOW, THEREFORE, BE IT RESOLVED

that the Dallas Advertising League looks with disfavor upon all advertising which, directly or indirectly, imputes dishonesty to all advertising or, by innuendo or otherwise, disparages the integrity of the advertising messages of American business;

BE IT FURTHER RESOLVED that the Dallas Advertising League through the distribution of this resolution call upon all segments of American advertising—the American Assn. of Advertising Agencies, the Advertising Federation of America and its affiliates, the national radio and television systems, all of the industry's trade journals, and other media—to join in an appeal to all advertisers and those engaged in the preparation of advertising copy to eliminate practices or statements that might tend to impair the faith and confidence of the American people in the written and spoken word of business, because it is the belief of the Dallas Advertising League that, by way of illustration, the blatant use of such phrases as "Facts, Not Claims!" leaves with the public the implication that all other advertising constitutes mere "claims" rather than "facts" and thereby clouds general credence in advertising as such; and

BE IT FURTHER RESOLVED that the Dallas Advertising League request the American Tobacco Co. and its advertising agency to discontinue the current Lucky Strike "Now! Facts! Not Claims!"



IN BAD TASTE—Three members of the Dallas Advertising League gaze disapprovingly at three ads (with headlines crossed out) currently being used by Lucky Strike cigarettes to "prove" their superiority over other brands. In the usual order, they are G. Duffield Smith, president of the league; Kathleen McCoo Bonfield, Ira E. DeJernett Advertising Agency, and Ira DeJernett, head of the agency.

TEXAS
6th in
WHOLESALE
SALES

LUBBOCK
COUNTY, TEXAS
\$182 Million in 1949

Avalanche-Journal
ABC CIRCULATION
over 46,000

The Union Paper & Twine Co.
Cleveland

The Central Ohio Paper Company
Columbus

The Alling & Cory Company
Buffalo

The Alling & Cory Company
Cleveland

Miller & Wright Paper Company
New York City

Narragansett Paper Company, Inc.
Providence

The Paper Supply Company
Baltimore

Royal Paper Corporation
New York City

Geo. W. Millar & Co., Inc.,
New York City

Bentley Paper Company
Philadelphia

Bulker, Dunton & Co., Inc.
New York City

The Chatfield & Woods Company
of Pennsylvania
Pittsburgh

The Alling & Cory Company
Utica

Grand Rapids Paper Company
Grand Rapids, Michigan

Frank Parsons Paper Company, Inc.
Washington, D. C.

Carter, Rice & Company Corporation
of Boston, Mass.

Carter, Rice & Company Corporation
of Augusta, Maine

Bulkeley, Dunton & Co. Division of
Carter, Rice & Company Corporation
Springfield, Mass.

Estey Division of Carter, Rice &
Company Corporation
Worcester, Mass.

Bulkeley, Dunton & Co. Division of
Carter, Rice & Company Corporation
New Haven, Conn.

The Most Colorful People in Your Business!

The Alling & Cory Company
Harrisburg

The Alling & Cory Company
Pittsburgh

The Alling & Cory Company
New York City

The Alling & Cory Company
Rochester

The Alling & Cory Company
Syracuse

H. P. Andrews Paper Company
New York City

Beecher Peck & Lewis
Detroit

Beecher Peck & Lewis
Flint, Michigan

The Central Ohio Paper Company
Dayton, Ohio

Copco Papers, Inc.
Charleston, West Virginia

The Central Ohio Paper Company
Indianapolis

The Central Ohio Paper Company
Toledo

The Chatfield Paper Corporation
Cincinnati

Hudson Valley Paper Company
Albany

The Union Paper & Twine Company
Detroit

James White Paper Company
Chicago

Whitehead & Alliger Co., Inc.
New York City

The Bower Paper Company
Milwaukee

Clements Paper Company
Nashville

Here are the most colorful people in your business—a great group that's growing every day. They're the paper merchants now ready to supply you with Crocker DAY-GLO® coated papers—the new Daylight Fluorescent papers that assure you Switzer standards of perfection and Crocker, Burbank standards of quality production.

These authorized suppliers are empowered to license you to use authentic Crocker DAY-GLO coated papers in five genuine DAY-GLO colors—the brightest colors in the world.

Advertisers who want eye-catching, customer-stopping new brilliance—printers, lithographers and display men who want maximum brightness—will find their answer in the new Crocker DAY-GLO coated papers.

For complete information call one of these colorful companies or write to:

CROCKER, BURBANK PAPERS
INCORPORATED
FITCHBURG • MASSACHUSETTS

SWITZER BROTHERS, INC.

4732 ST. CLAIR AVENUE
CLEVELAND 3, OHIO

campaign. It is the conviction of the Dallas Advertising League that continuance of this campaign would be shortsighted from the standpoint of the American Tobacco Co.'s own selfish interests since, in the long run, to the extent Lucky Strike discredits advertising generally in the public mind will it weaken the power of its own future advertising campaigns on which the company is spending and will spend millions of dollars.

Adopted Nov. 30, 1951, by the membership of the Dallas Advertising League.

THOMAS D. SULLIVAN

UPLAND, CAL., Dec. 5—Thomas D. Sullivan, 59, who retired two weeks ago as president of Sullivan Outdoor Advertising Co. and Sullivan Silk Screen Process Printing Co., both of Chicago, died yesterday. Mr. Sullivan moved here after his retirement.

THOMAS E. MURPHY SR.

CHICAGO, Dec. 5—Thomas E. Murphy Sr., 74, v.p., director and general counsel of WLS, Chicago, and of Prairie Farmer Publishing Co., Chicago, died Monday, Dec. 3.

Mr. Murphy graduated from Kent College of Law in 1902 and practiced in Chicago since 1918. He was a member of the law firm of Boyle, Murphy & Nelson, Chicago, and a trustee of Burrigle D. Butler Trust Co., Chicago.

JOHN CONWAY

LOUISVILLE, KY., Dec. 5—John Conway, 56, production manager of General Box Co.'s corrugated division, Louisville, died suddenly of a heart attack Nov. 30.

Lea & Perrin Names Agency

Lea & Perrin Inc., New York, manufacturer of "the original Worcestershire sauce," has appointed H. B. Humphrey, Alley & Richards, Boston and New York, to handle its advertising. Hewitt, Ogilvy, Benson & Mather, New York, formerly had the account.

Bob White Moves to Miami

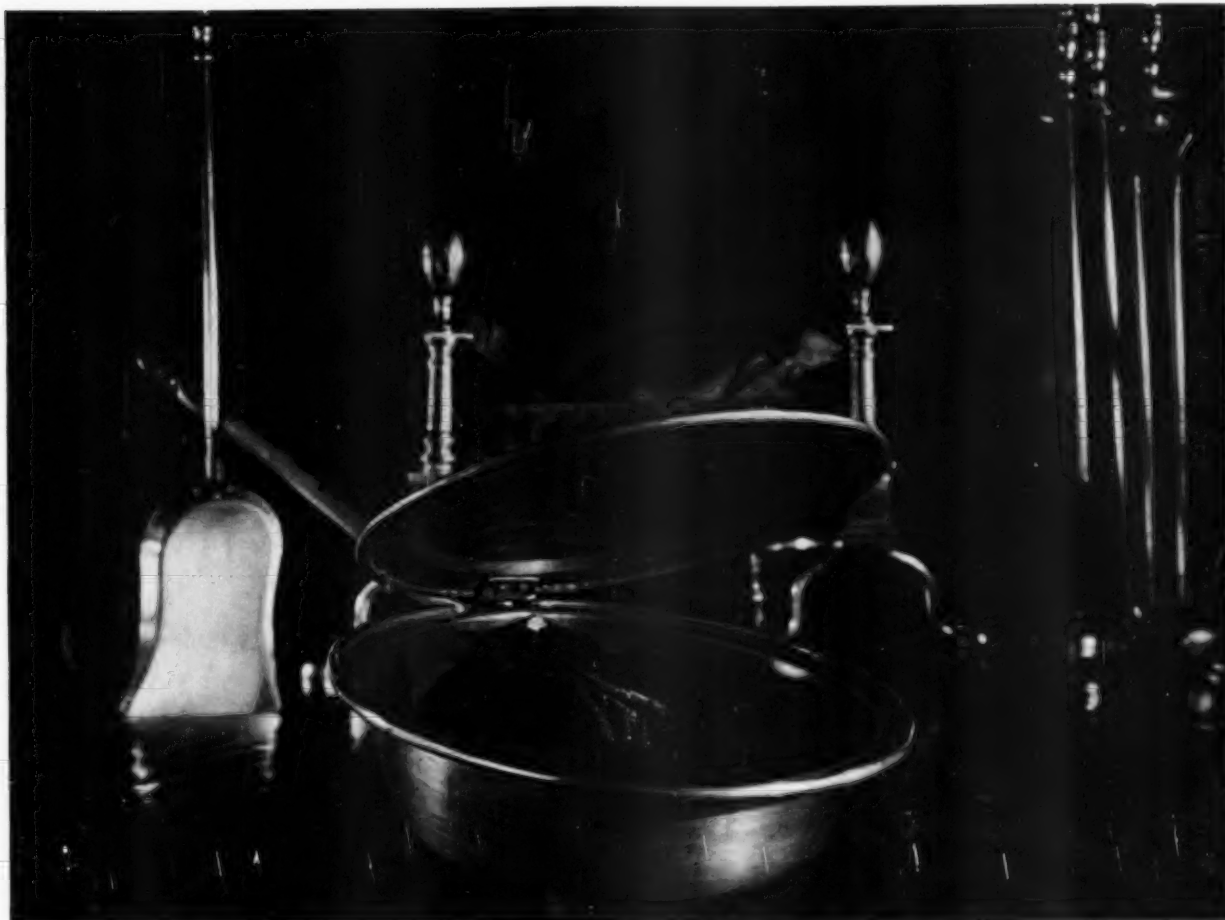
Bob White Organization, grocery products merchandiser, has moved its Chicago office to 669 N. E. 74th St., Miami, Fla. The organization plans to specialize in national merchandising of tropical and Central American food products.

**Build Volume
at LOWER
SALES COST**

Door-to-door Selling—better known as DIRECT SELLING—is building giant volume quickly for many manufacturers. It may be your answer to present day complex sales problems. Direct Selling is fully explained in fascinating booklet—mailed FREE. Please write on your letterhead.

Dept. A96, Chicago 4, Ill.
OPPORTUNITY MAGAZINE
28 E. Jackson Blvd.

Get
the Facts
about
DOOR
to
DOOR
Selling!



Standard Equipment Yesterday...Antique Today

The heating equipment industry has advanced with giant strides since bedwarmers were in vogue. Today it provides every conceivable type of heating installation to meet the demands of business and industry.

Manufacturers of this equipment use the pages of Business Week to sell their products and services. They know that Business Week reaches a concentrated audience of Management-men...executives who make or influence buying decisions for their firms.

That is why, year after year, Business Week leads all other general business and news magazines in heating equipment advertising as well as in all advertising addressed to Management-men in business and industry. Excellent testimony to the fact that—

YOU ADVERTISE IN BUSINESS WEEK WHEN
YOU WANT TO INFLUENCE MANAGEMENT-MEN

BUSINESS WEEK

330 WEST 42ND STREET, NEW YORK 18, N. Y.



These Leading Manufacturers of Heating Equipment regularly reach their important buying markets through Business Week

American Air Filter Co., Inc. (Herman Nelson Division)	Dravo Corp.
American Blower Corp.	C. A. Dunham Co.
American Radiator & Standard Sanitary Corp.	The Girdler Corp.
Babcock & Wilcox Co.	Iron Fireman Manufacturing Co.
Borg-Warner Corp. (Ingersoll Steel Division)	Johnson Service Co.
Buffalo Forge Co.	Minneapolis-Honeywell Regulator Co.
Chrysler Corp. (Airtemp Division)	Modine Manufacturing Co.
Combustion Engineering- Superheater, Inc.	Ohio Crankshaft Co., The
Cutler-Hammer, Inc.	Reznor Manufacturing Co.
	Surface Combustion Corp.
	Warren Webster & Co.

Source: Publishers Information Bureau Analysis, 1951

A MCGRAW-HILL PUBLICATION

PERFECTLY ISOLATED



Isolation is an asset in "Test Town, U.S.A." There is no market of comparable size within 90 miles—people who live here, buy here! Outside newspaper circulation is negligible. The buying habits of the 1/2-million people in this market are guided by *only one* newspaper—The South Bend Tribune. Get the entire story. Write for free, new market data book, "Test Town, U.S.A."

The
South Bend
Tribune



STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

Seaside, Ore. (Pop. 3,886), Claims Largest Ad Program of Any Oregon City

SEASIDE, ORE., Dec. 4—Out here at the end of the Oregon Trail, Seaside, Ore., which has a population of 3,886, currently is in the process of putting together its annual advertising program—said to be the largest of any city in the state.

The civic enterprise began early in World War II, when the city voted a business tax on individual firms, 75% of which would be used for advertising and 25% to reduce property taxes. The 1952 budget has been set at \$6,000.

The state statutory limitation on city advertising until 1949 was \$5,000. Citizens of Seaside aided in the movement which resulted in the 1949 Oregon legislature's increasing the limit to \$10,000. The business tax, which ranges from \$5 to \$50 annually per concern, is levied on local businesses only. Metropolitan

newspapers, for example, do not pay a tax for selling papers in Seaside, although many towns in the state do have such a tax.

■ The city's advertising fund is administered, at the request of the city council, by the advertising committee of the Seaside Chamber of Commerce.

The outline of last year's program will be followed in a spring campaign running in some 42 newspapers in British Columbia, Montana, Idaho, Oregon, Washington and California, in addition to advertising in *Sunset Magazine*. During the summer, the town runs a special program consisting of small newspaper ads and radio spots plugging special events, clam tides and the city's housing service. The town also schedules a fall campaign in agricultural areas to reach farmers and others who might be induced to visit Seaside late in the fall and winter. Particularly successful have been the coupon ads, carrying offers of literature.

The ad committee, working with the Portland office of Mac Wilkins, Cole & Weber, agency for the project, currently is working on new promotions for next year, including special events, such as kids' treasure hunts on the beach, horseshoe tournaments, square dance jamborees, etc.

The committee policy as to the handling of city funds is very strict. For example, no city advertising money may be spent in promoting any business of a competitive nature in Seaside—thus, the motel guide and "Where to Eat" and "What to Do" folders are paid for by the chamber of commerce, while newspaper space, advertising of Seaside itself and the general folders on Seaside are paid for out of the city's advertising fund.

■ A new direct mail campaign is being started to supplement a "Honeymoon in Seaside" series. It is scheduled to run over an extended period and couples will be mailed invitations for anniversary trips. The chamber also has prepared welcome envelopes for newlyweds, including tickets to various business establishments for favors and small gifts.

One of the questions before the advertising committee at present is the possibility of using television. The committee feels that films of Seaside and vicinity, and of special events in Seaside, televised with a commentary, would be highly effective and economical enough to come within the city's ad budget limitations.

Stardust Steps Up Campaign

Stardust Inc., Poughkeepsie, fashion wear manufacturer, has scheduled an intensified spring advertising program using 19 consumer magazines. Copy, which is placed by Norman D. Waters & Associates, New York, will accent bras and slips. The media schedule includes *Charm*, *Intimate Romances*, *Modern Romances*, *Modern Screen*, *Motion Picture*, *Movie Life*, *Movie Stars Parade*, *Personal Romances*, *Photoplay*, *Radio-TV Mirror*, *Screen Stories*, *Seventeen*, *Today's Woman*, *True Confessions*, *True Experience*, *True Love Stories*, *True Romance*, *True Story* and *Woman's Day*.

Brockles Appoints Grant

Brockles Food Co., Dallas, has appointed Grant Advertising, Dallas, to launch a regional campaign for Brockles Special salad dressing and similar jar products in the Southwest. Weekly newspaper insertions on food pages and radio spots will be used in major metropolitan markets of Texas and Louisiana.

GIANT GROCER GROUP GOES AFTER TEEN TRADE

The accent's on youth—for IGA stores from coast to coast. When this big food chain goes after teen business, there's just one reason: teens buy lots of food!

To attract these girls, IGA grocers recently staged "TEEN WEEK" . . . probably the biggest youth promotion in food-selling history. Here's what happened in some representative stores:



Grocers used signs, posters, window displays to get a bigger share of the \$33,000,000 teen girls spend weekly for family food.



Retailers ran over 200,000 lines of newspaper ads to reach girls like these teen shoppers in a South Bend supermarket.



At Kinter Brothers (Willoughby, Ohio) and other stores, crowds of girls bought mixes, entered cake-bake contests.



Tying in with SEVENTEEN October food feature on mixes, stores like Eissler's (Lancaster, Pa.) built special mix displays.

Just one magazine reaches the spending power and molds the buying habits of the 7,400,000 young women in their teens.

seventeen sells!

New York: 188 Madison Avenue, New York 22, N. Y.
New England: Staller Building, Boston 16, Massachusetts

Western: 400 North Michigan Ave., Chicago 11, Illinois
Pacific Coast: 9126 Sunset Blvd., Hollywood 46, Calif.

Southern: Rhodes-Haverty Building, Atlanta 5, Georgia

Young Buyers Are Strong for Fords. Marketers Learn

CHICAGO, Dec. 4—The 1951 new Ford is a car with youth appeal.

R. J. Eggert, manager of the Ford Division's marketing research department, revealed last week that 35% of the buyers of new 1951 Fords were under 35 and 68% were under 45, which is much younger than for other makes of cars. He showed these figures:

Age	All New Car Buyers	New Ford Buyers	1st Car New Ford Buyers
Under 35	29%	35%	50%
35-44	29	33	21
45-54	26	22	14
55 and over	16	10	7

Marketing trends based on those figures and others developed by Ford were discussed by Mr. Eggert at a joint meeting of the American Marketing Assn. and American Statistical Assn.

■ "The major aim of marketing research," said Mr. Eggert, "is to help management translate the desires of customers into the cars of the future."

An effective research program, he said, is geared around five "do's":

1. Discover major problems.
2. Define problems in specific terms.
3. Develop research study details.
4. Distill results for presentation.
5. Direct the findings into proper channels for action.

In trying to establish trends, the marketing researcher must keep in mind that what people like today may not be what they will want tomorrow. Mr. Eggert said. "We must know where our customers will be 10 years from now. We also have to know the factors that will affect people's ability to buy over the period ahead."

■ In studying percentage tables on increases in population, researchers should rely on "absolute figures"—still the most reliable ones for current marketing or research programs," he said.

In support of this, Mr. Eggert pointed out that Albuquerque, which led the nation on a percentage basis with a population increase of 110%, was not among the top 25 cities in actual population gains, while New York and Chicago, not among the first 25 cities in percentage gains, were among the first four in "actual gains."

If Ford's appeal to youth continues, he said, a big wave of new families should help its car market in the early 1960s. In 1941 there were approximately 21,000,000 children nine or under. In 1950 there were approximately 30,000,000 in that age group and many will be car buyers in 1960, Mr. Eggert pointed out.

Commercial TV Film Ads Promoted in Cleveland

Commercial television film advertising, developed by Cinema-Television Corp., New York, to catch the eye of hurrying pedestrians, is being tried in the Cleveland Terminal train station, similar to installations which have been made in New York, Boston, Philadelphia, Atlantic City, Buffalo, Detroit and Louisville. The display consists of a special DuMont console with two 30" screens, one being a standard TV projection tube and the other having ad messages projected on it by film.

Advertisers who have signed for the Cleveland display include Blatz Brewing Corp., Wine Corp. of America for Mogen David wine, Habercracker Optical Co., Cleveland News and Collier's. Service is limited to one advertiser in a given field.

Allied Advertising Moves

Allied Advertising, Cleveland, has moved to 1302 Ontario St.

Redifer to Gates-Bourgeois

Redifer Bus System, Cleveland, which also operates Shephard Bus Co., Gray Line U-Drive Co. and Gray Line Motor Tours, has appointed Gates-Bourgeois, Cleveland agency, to handle its program. Regional publications, newspapers and radio will be used.

103,865 TV Sets in Omaha

There were 103,865 television receivers in the Omaha coverage area on Nov. 23, according to the Nebraska-Iowa Electrical Council.

Carpenter to M&M Co.

Mel Carpenter, formerly account executive for C. B. Stevens Outdoor Advertising, Portland, Ore., has been appointed to the new post of assistant advertising director for M&M Woodworking Co., Portland.

Flora Named Art Director

James Flora, formerly art director of Columbia Records Inc., Bridgeport, has been appointed art director of Park East, The Magazine of New York.

R. E. Johnston Appointed

Richard E. Johnston, formerly advertising production manager of United Air Lines Inc., Chicago, has been appointed an assistant account executive on industrial and consumer accounts for Klau-Van Pietersom-Dunlap Associates, Milwaukee.

Rackliffe Named Ad Head

Frank E. Rackliffe III has been appointed a director and assistant to the president of Rackliffe Oil Co., Hartford. He will have charge

of advertising, sales promotion and general sales.

if you must have smaller ads

YOU CAN GET MORE words MORE punch IN LESS SPACE

When your Ad is typewritten by Walk. Proof on request. Write to JAY P. WALK 11 E. Hubbard, Chicago 11

Christmas 1951

Again it's Christmas! As we pay homage to the nativity of our Saviour, let us in our devotions rejoice and give thanks for the privilege of being free men—Americans—free to worship and to conduct our daily lives without fear of persecution. Let us preserve that heritage. Let us profit by the teachings of Christ to be charitable to our fellow men—let us pray for those who are burdened with the yoke of tyranny, for the sick and those in grief—for unity among nations and for divine guidance to our chosen leaders to work in harmony. Let us not forget to pray for those gallant men and women in our armed forces that their patriotism and sacrifices shall not be in vain. Ever onward, Christian soldiers!

INTERNATIONAL PAPER COMPANY

Surprising how **often** and how **fast**...



goods move from **here**...



... to **here**...



... because **LIFE** is **here**...



Wyatt, Dallas, Texas, one of 21 Wyatt Food Stores that sell with LIFE.

... and **here!**

LIFE

The most powerful and complete selling force in America

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Attorney Offers Plan to Protect Advertising and Promotional Material from Piracy

Simple, practical means of protecting advertising material, slogans, promotional names and techniques, etc., are available under the Lanham Act, but have not been taken advantage of by the advertising business, the author of this article maintains. The article is a digest of a plan formulated by him. Mr. Vogel is a practicing attorney who, while studying for admission to the Bar, spent nine years with a law firm that acted as counsel for Young & Rubicam and Roy S. Durstine Inc. Later, for eight years, he acted as company counsel to several important corporations before returning to private practice.

By HAROLD VOGEL

A workable plan to protect copy material, artwork, slogans, themes and formats by means of service marks is now available to the advertising industry.

The plan, based on the newly-amended Lanham Act and the implementation of the International and Inter-American Trademark Conventions, offers both a method of protecting advertising properties and a means of bridging the ancient controversy over whether agencies should sign the advertisements they prepared for clients. The plan does not contemplate having an agency sign its work, but by the use of a service trademark affixed to the work (and probably implemented through an association), the same result is accomplished without creating the impact of an agency signature.

■ The Lanham Act, as viewed under this newly applied theory, now provides protection in that:

1. "Service" trademarks are now adaptable for use on advertising material which the old rule of affixation of, or physical attachment to, the property, made impossible. The service mark may be both a mark for service and a mark for goods, an important provision, so long as the sale of goods is only an incidental feature of the main function—service. To qualify for registration, (a) a "service" must be "rendered"; (b) it must be rendered in "commerce" (i.e., interstate commerce); and (c) the person must be using a mark.

2. Broad provisions permit registration of hitherto unregistrable items: call letters, names and marks of radio companies and networks, titles of radio shows (Duffy's Tavern, Quiz Kids, The Whistler and Murder at Midnight have all been registered). Also registrable are names of performers, names and mannerisms of characters, songs, jingles, commercials or unique sounds used in identification of stations, programs or sponsors.

Who may register? Under the related company provision, explained below, the sponsor, producer or whoever "controls the show."

■ 3. The advertising industry has failed to grasp the significance of the amended Act.

It is hard to say whether the provisions of the new law have been insufficiently explained to the advertising industry or whether it is a case of inertia on the part of the advertising agency itself that has failed to rouse it to the realization of the potential benefits to be derived from registration of these new forms of property rights. It is interesting to note that none of the ten largest advertising agencies seems thus far to have taken advantage of the protection offered under the new law.

The Official Gazette of the Patent Office shows advertising service marks registered by: Yankee Enterprises Associates for "Tell'em and Sell'em"; Jessup Advertising Co. for "Pulling Power"; "Jiffy Jet" by Jiffy Jet Inc., for advertising service to the gas industry; Street & Smith has registered "The Shadow."

A vast field of advertising media is still left uncovered, however, and the plan takes note of the fact that in addition to lack of registration by agencies, publishers of such well recognized media as the Scripps-Howard chain of newspapers with its lighthouse emblem; the block print lettering and coloring of *Life* magazine; "All The News That's Fit to Print" of the *New York Times*, and the myriad other publications of advertising media recognized in every household have all failed to take advantage of this new protective method.

How the Mark Would Protect

Basically, the service mark—like a trademark—would serve notice that X Agency is the originator of the advertising material published, and that it has a property right in such media or goods and is entitled to protection against copying—with the advertising material representing the "goods" being transported in interstate commerce.

It thus becomes "an advertisement

superimposed on an advertisement announcing the facts to the public and serving warning of the property right built up in the mark and the 'goods' on which it is placed."

X Agency would have trademark protection, and could take action against another using a service mark of such close comparison as to mislead others into the belief that the ad originated with X Agency.

■ Further, the tangible extension of the agency's services—the posters, printed copy, visual TV productions, etc.—should be entitled to protection against copying and reproduction of such nature as to constitute unfair competition in the same way as other physical goods of manufacturers; the format, style, impression created, are all "part and parcel of the tangible object." Accordingly, in the author's view, the service mark should protect not only against unauthorized appropriation of the mark itself but against appropriation or piracy of the goods (i.e., the ads) on which it is placed.

The Legal Foundation

Both the language of the Lanham Act and recent court decisions tend to reinforce this theory of protection by service mark.

In the first place, the Act's purpose is to "regulate commerce within the control of Congress by making actionable the deceptive and misleading use of marks in such commerce...to protect persons engaged in such commerce against unfair competition..."

This intent of the Act was discussed in a recent case where the court made reference to the fact "that phrase (to protect against unfair competition) must in such context be construed to refer not to any competitive practice which in the broad meaning of the words might be called unfair, but to that 'unfair competition' which has been closely associated with the misuse of trademarks, i.e. the passing off of one's own goods as those of a competitor. It is clear, both from this statement of the intent and from a reading

of the Act as a whole, that the primary purpose of the Act was to eliminate deceitful practices in interstate commerce involving the use of trademarks, but along with this it sought to eliminate other forms of misrepresentations which are of the same general character even though they do not involve any use of what can technically be called a trademark. The language of Section 43 (a) is broad enough to include practices of the latter character."

■ In the case of *Soy Food Mills vs. Pillsbury Mills*, the court noted that unfair competition and trademark and copyright infringements involve similar issues, were "phases of over-zealous competition and 'trademark law is part of the broader field of unfair competition law.'"

Said the court, in ruling on *California Fruit Growers Exchange vs. Sunkist Baking Co.*: "It is confusion of origin or sponsorship that controls and not confusion of goods," and it noted that the 1905 Act made it necessary to find that goods have essentially the same descriptive properties, but that this is not true under the 1946 Act.

It would be foolish for the law to protect the mark alone and allow the poacher to steal the property on which it is placed. The statutory umbrella of protection formerly limited to the infringement of the mark alone has been extended by the new act to cover acts of unfair competition committed against trademarked goods.

No Client Conflict

The historic question of agency utilization of a client's advertising material as a carrier for agency identification—and whether such a practice might be in proper form, has not been forgotten.

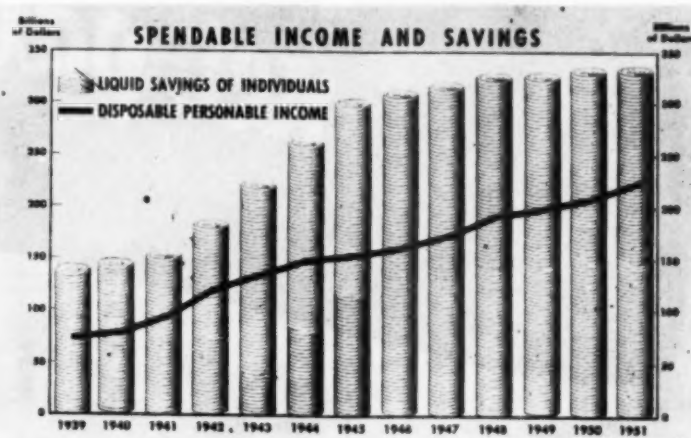
The ethical question should cause no concern, but if it looms large to the agency, the answer, in such case, is in the "collective mark" described below, used along with the client's trademark.

The Lanham Act contains a "related companies" provision, which means, in essence, that the "related company" is any person who "legitimately controls or is controlled by the registrant or applicant for registration in respect to the nature and quality of the goods or services in connection with which the mark is used."

■ So, if agencies feel that advertising matter is the property of the client because it is paid for by the client (even though this seems a little like "old-line theory"), the "related companies" arrangement should clear the ethical hurdle and permit use of the client's mark. The Act specifically implies that the "control" may arise from contractual relationships between independents, as in licenses, operators using secret formulas, etc.

The form of control seems of relatively little importance. The important consideration is the direction of such control, and it must entail supervision over the nature and quality of trademarked goods—which is just what the client is entitled to exercise by virtue of its contractual relationship with the agency.

■ Under this arrangement, the agency would use the client's mark in conjunction with the association's collective mark



INCOME-SAVINGS—The rate of saving was highest in World War II years during the shortage of consumer goods, this chart, prepared from U. S. Department of Commerce data by *Dun's Review*, shows. The savings peak was 1944, when individuals added \$41.4 billions to their savings.

**U.S. News
& World Report**

**USEFUL NEWS
FOR IMPORTANT
PEOPLE**

America's

*Now more than
450,000
net paid!*

A market not duplicated by any other news

THE SOMEBODY PEOPLE

Important and successful people read "U. S. News & World Report" because they have a stake in the *consequences* of the news on their lives, their jobs, and their pocketbooks. These are the *somebody* people. They set the pace for the others, and thus an idea gets across to *everybody*.

Class News Magazine

Up and down the executive rosters of America's major business and industrial organizations you'll find a growing number of "U. S. News & World Report's" 450,000 readers. They are the corporate *somebodies*, in every level of decision, whose appetite for the latest developments in all the things that affect their business may include your own product or service. Your advertising in "U. S. News & World Report" is the kind of *selective* selling force your own sales staff can best appreciate. Ask them.

**U.S. News
& World Report**

magazine

First in advertising growth

LEADING THE FIELD WITH 47.7% REVENUE GAIN OVER 1950

First in circulation growth

LEADING THE FIELD WITH 23% GAIN OVER 1950

and thus have the same protection for the advertisement.

Comes Now the Association

The plan under consideration advocates that double-barrelled protection could be secured through an association, organized as a membership corporation, designed to police the advertising industry from a media point of view, with the object of noting advertising poaching and assisting in eliminating, on behalf of the members, advertising infringement and trademark infringement. This would operate not only to the benefit of the agency, but also of the advertiser, whose money and good will is behind the ad.

The collective mark of the association is reminiscent of the guild marks of the Middle Ages; the user would first be required to subscribe to certain standards and to follow them, and must submit to the supervision of the organization in his use of the organization's mark.

Another purpose of the mark would be to "preserve certain standards of quality, craftsmanship and reputation in the market. It does not, however, serve to distinguish the merchandise of a particular business from that of another."

Other advantages of the association:

1. **Nuisance claims protection:** Noting the many claims of outsiders which plague advertising agencies, usually asserting that the advertising constitutes an unauthorized appropriation of their material, the thought is advanced that the association might well operate under a blanket advertising liability policy protecting all members of the association against such unfounded claims.

2. **It permits doubling of mark protection:** Members could still imprint on such advertising as they might desire to protect, the service mark registered by them, the client's mark, or either one in conjunction with the association's collective mark. The marks will aid in protecting the agency and client against unauthorized appropriation, and the association will be helpful in stamping out unauthorized use of original and valuable advertising copy and other material.

Intent and Purpose Are Clear

The congressional committee, in reporting on the bill, said:

"The purpose underlying any trademark statute is twofold. One is to protect the public so it may be confident that, in

Employe Communications . . .

Let the Supervisor Know the Score

By ROBERT NEWCOMB and MARG SAMMONS

One of the more legitimate gripes of supervisors around this rich but busy land is that they rarely, if ever, know what's going on. Their lives, they allege, are subject to a succession of orders and canceled orders, of a policy interpretation followed by a different interpretation. "If you want to know what goes on around here," one foreman gloomily observed to an attitude surveyor, "just go over to Dizzy's Bar at Third and Main. You'll find out what's going on over here faster by going over there."

Last month, at the plant of Mohawk Carpet Mills in Amsterdam, N. Y., the communications branch installed a series of tailor-made, local-level bulletin boards. Called "Millways," the boards were specially built. They are plentifully scattered around the mill departments, are illuminated and changed weekly. The editors prepare twin master pages, then reproduce them by the Ozalid process in quantity.

The editors (who also produce the monthly employe publication "Tomo-

purchasing a product bearing a particular trademark which it favorably knows, it will get the product which it asks for and wants to get. Secondly, where the owner of a trademark has spent energy, time, and money in presenting to the public the product, he is protected in his investment from its misappropriation by pirates and cheats. This is the well-established rule of law protecting both the public and the trademark owner. It is succinctly stated by Mr. Justice Frankfurter in *Mishawaka Rubber & Woolen Co. vs. S. S. Kresge Co.*, decided on May 4, 1942:

"The protection of trademarks is the law's recognition of the psychological function of symbols."

"Your committee believes the proposed bill accomplishes these two broad basic principles."

The Act says:

"The intent of this Act is to regulate commerce within the control of Congress by making actionable the deceptive and misleading use of marks in such commerce . . . to protect persons engaged in such commerce against unfair competition. . . ."

"...Service marks used in commerce shall be registrable, in the same manner and with the same effect as are trademarks, and when registered they shall be entitled to the protection . . . provided . . . in the case of trademarks."

"The term 'service mark' means a mark used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others and includes without limitation the marks, names, symbols, titles, designations, slogans, character names, and distinctive features of radio or other advertising used in commerce."

The Trademark Convention states:

"All acts whatsoever of a nature to create confusion by no matter what means with the establishment, the goods, or the services of the competitor" are prohibited.

The courts have said:

"It is clear, both from this statement of the intent and from a reading of the Act as a whole, that the primary purpose of the Act was to eliminate deceitful practices in interstate commerce involving the use of trademarks, but along with this it sought to eliminate other forms of misrepresentations which are of the same general character even though they do not involve any use of what can technically be called a trademark."

What says the advertising industry?

hawk") were alert to the feelings of supervisors. To make certain that they would get the information scheduled for bulletin boards in plenty of time, the editors developed a pint-sized version of the larger bulletins. On the Friday before the Monday when the new posters are put on the bulletin boards, every supervisor at Mohawk gets his own advance copy. It's the type of nod the supervisor appreciates. It's the sort of courtesy he figures he's entitled to as a member of management, and it helps solidify his belief that that is what he is.

What sort of thing do these bulletin boards carry, by the way? Syndicated stuff on the glories of full production, and sweet talk about brotherhood? Not by a jugful. They talk people, mill people; they tell what's going on around the place, with plenty of pictures of people, mill people, Mohawk people.

Typical twin boards recently carried such local items as picture interviews with employes on the subject of Mohawk's setting a new safety record for the carpet industry; the reelection of the company's

The Creative Man's Corner . . .

All Clear on TV Front

Looking for a TV set? If you can unscramble the following claims — taken from six TV set ads in one issue of *Life* — maybe you can decide which you want:

1. "Overpowers interference . . . overrides distance."
2. "Virtually no interference . . . clearest reception possible."
3. "Clear pictures in distant fringe areas where other sets often give dim 'snowy' pictures."
4. "Big clear pictures way out where other TV sets fail."
5. "Picks up and amplifies even the faintest TV signals."
6. "Engineered to outperform all others anywhere, anytime."
7. "Brightest, sharpest, clearest picture in television."
8. "The clearest picture in television."
9. "Steady, razor-sharp pictures."
10. "Pictures . . . razor-sharp edge-to-edge on full-view rectangular screens."
11. "Sharpest, most detailed big pictures."
12. "No blur . . . no smear . . . true-focus."
13. "Perfect focus over the entire picture screen. No blur! No smear!"
14. "Easy, accurate tuning with just one dial."
15. "One-knob tuning . . . easy as radio."
16. "As reliable and trouble-free as radio."
17. "Golden Voice tone."
18. "Golden Throat tone system."

Anyone interested in unscrambling these claims is referred to the Nov. 19 issue of *Life*. Good luck.

president to an association trusteeship; Community Chest participation, with departmental percentages; a tip on a new paycheck form at the mill; two promotions with pictures; Thanksgiving Day closing schedules; picture of the employe group that made the carpet for the state dining room of the White House.

Mohawk's communications chief, Ezra Pugh, believes in reaching the people in terms of the people and has no truck with the mass-produced handout designed to build better employer-employee relations. "That's our job here at home," he comments. "It's harder to do it that way, but it's better in the long run."

Salesense in Advertising . . .

Advice to America's Thousands Of Planless Advertisers

By JAMES D. WOOLF

Have you worked out for the year of 1952 an advertising plan, a detailed "blueprint" of your objectives and how you propose to achieve them?

If you have, you belong to a select group of advertisers. It is astonishing how many business men, especially local and retail advertisers, handle their advertising haphazardly and planlessly, not knowing from one day to the next what is the wise and logical thing to do.

No general would dream of going into battle without a clear idea of what he proposed to accomplish with the means at his disposal. He would fix on his objectives and assign specific tasks to his aircraft, tanks, artillery, ground troops, and every offensive and defensive weapon in his arsenal.

Whether your advertising expenditure is \$1,000, or \$10,000, or \$100,000, you will get more for your money if, like the general's, each dollar is spent in support of a definite plan of strategy.

How to Develop an Advertising Plan

Let us take a look, necessarily brief, at some of the questions that you should consider when you sit down to work out a plan of advertising strategy.

The first thing to do is to set down on

paper the dollar volume you hope to get in 1952. If you are ambitious and optimistic, this figure will represent an increase over 1951.

The next thing is to decide how much money your budget will permit you to spend for advertising. This figure, depending on how ambitious and aggressive you are, may be based on your 1951 volume or on the bigger volume of sales you hope to enjoy in 1952.

Your next step—and a most important one—is to decide on specific objectives. Your general objective, let's say, is that of upping your dollar volume 20% in 1952. Your specific objectives pertain to the ways and means you will employ to attain the hoped-for increase.

One of these specific objectives, for example, might be that of winning more customers from a wider trading area. This wider area might include suburbs around your city, where you are weak now, or it might include close-by neighboring towns. This objective on your blueprint would necessarily have a great bearing on your media selection—neighborhood newspapers, direct mail work, handbills, advertising on neighborhood movie house screens, etc.

Or your objective, among others, might be that of getting more trade from farm families. Maybe you have been weak here. Here again you'd probably have a media problem. If your city's newspapers don't circulate among farmers, you might want to include in your plan a direct mail campaign to farm homes.



Jim Woolf



THIS IS THE FRAMEWORK

That a Year of Iowa Farming Is Built on

And just the framework. For as the year goes along, variations in the weather force changes in the schedule of work. And changes in schedule are something you know all about.

The chart is normal. It shows what the Iowa farmer should be doing at any time during the year. There are special chores that aren't shown on the chart. For each farmer has his own individual problems that come up.

How many times have you wished for a chart like this? If you have no farm accounts, or are not interested in selling merchandise to Iowa farmers . . . probably never. BUT,

if you write or schedule any ads at all pointed to farmers . . . this chart will be a handy reference source to have in your files.

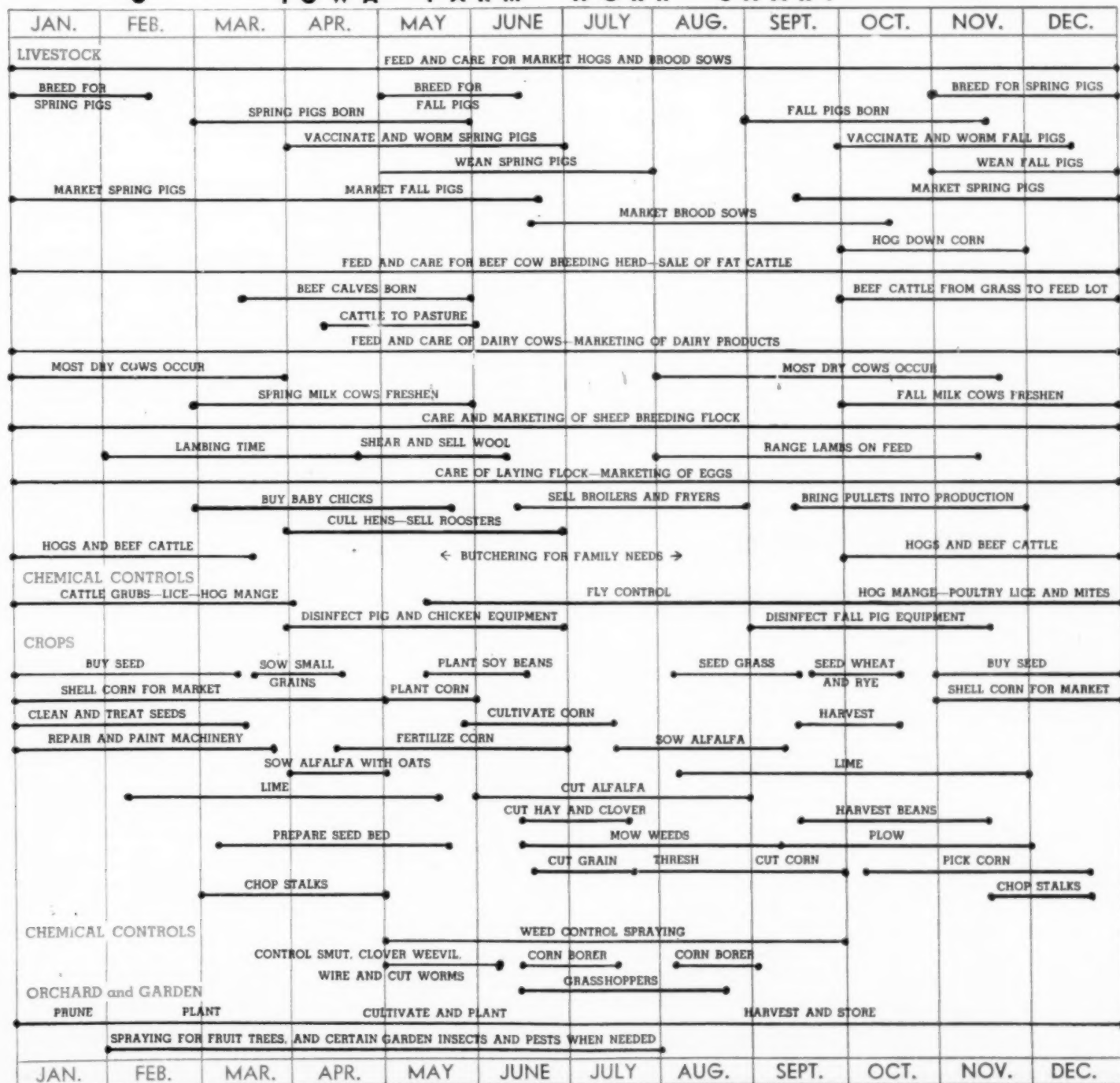
Want a more durable chart, file size? Drop us a line. We will be pleased to send one to you, or enough to satisfy the needs of your staff.

See now why timely copy is so important if you are shooting at high readership for your ads?

That's one reason why editorial copy in Wallaces' Farmer and Iowa Homestead always rates such high readership. And why it is Iowa's preferred farm publication.

Published by Wallaces' Farmer and Iowa Homestead Leading Farm Publication in Iowa Des Moines, Iowa

IOWA FARM WORK CHART



WALLACES' FARMER AND IOWA HOMESTEAD

Or, possibly, your objective might be that of invading certain economic levels or class levels not now patronizing your business. Perhaps, for example, there are two or three big manufacturing expansions in your city, and you are losing out on the factory trade. Here would arise problems of (1) the best copy appeals to use, and (2) the best media to use to get at them. If there are several newspapers in your city, which is the most popular among factory people? Possibly a local radio show, featuring a type of entertainment of special interest to these people, might be indicated.

■ Or, conceivably, you might be losing out with the so-called "better class"—the white collar trade. It might be because your store is situated on a street that is no longer considered to be "stylish," or it might be because of a lot of other things. Maybe your advertising could be the reason. Has it gone too far in ballyhooing cut prices and has its cheap bargain basement look repelled people of taste and discrimination? If so, here is an objective that belongs in your plan.

■ Or—I've seen it happen many times—your establishment is no longer the "thing to do"—no longer "smart"—no longer the vogue, especially among the younger set. (And, whatever you do, don't underestimate the vital importance of your city's young people to the continuous growth of your business.) Your thoughtful consideration of this question may suggest an objective to set down on your blueprint—a new 1952 decor for your place of business as well as for your advertising.

Or it might be that your advertising lacks continuity and impact. That's a common fault. If you are an in-and-outter, and most planless advertisers are in-and-outters, I suggest that a firm policy of never-say-die continuity should be the grand strategy of your blueprint.

Most likely, if you are an in-and-outter, you are also a splurger—a big, loud splash today, and not another inch of space for another three weeks. Not in

Misery Loves Company

Copy Chiefs are prone to frown
On layout men.
Art Directors oft look down
On those who pen.

Both, however, will agree
On this one thing:
Both detest the poor A. E.
Like anything!

PAUL R. BARNES,
Meldrum & Fewsmith Inc., Cleve-
land.

every situation, of course, but in most cases I'll bet my money on 96 one-eighth pages, or 192 one-sixteenth pages, over a year, as against 12 full pages. Week-in-and-week-out, or day-in-and-day-out, continuity is one of the big reasons for the effectiveness of radio.

■ One of your objectives might be that of consolidating your forces—i. e., your dollars—for greater impact. Too many advertisers, for the very reason that they have no blueprint—weaken the impact of their advertising by dissipating it in too many forms of media—newspapers, radio, programs, handbills, lead pencils, calendars, parade floats, and an endless variety of trivial and generally worthless novelties and gadgets. Select the two or three forms of media dictated by your blueprint—and stay with them.

All of the foregoing looks like a lot of work, and it is. But consider its importance. You may think of yourself as a manufacturer or a merchant, a wholesaler or a restaurant keeper, and so you are. But, above all, you are a salesman. Your success depends on your ability to persuade people to buy your goods or your service. Advertising is salesmanship, and as such it deserves the best thinking you can give it.

This article is intended to be of special interest to small advertisers who do not have the benefit of competent advertising counsel. National advertisers who wish to reprint the article in their dealer house organs, or to distribute it in any other way, have AA's permission.

scratched and dusty, begin falling. On close inspection discover they are printed with the usual credits.

Mr. Folsom. For shame. This is RCA Victor, isn't it? Pioneer in radio and televi-

sion? Cornerstone of home entertainment for three generations? Maybe that Princeton laboratory of yours ought to do a little research on what makes good TV entertainment, because this ain't it.

Mail Order and Direct Mail Clinic...

New Charge Accounts by Mail Add Profitable Business

By WHITT NORTHMORE SCHULTZ

Most people enjoy charge accounts because of their convenience. They like to have good credit and buy what they want now, and pay later.

Charge accounts, if they're watched and diplomatically policed, can create new sales and bring more business to a store or to a company.

Because the overwhelming majority of shoppers are honest, and pay promptly, it's smart business to encourage charge accounts for customers or potential customers.

Kermans, a woman's apparel store in Chicago, knows the value of good charge accounts, and seeks and encourages them.

■ Not long ago the sales promotion people at Kermans ran an effective ad two-columns on 85 lines in the *Chicago Tribune* "selling" charge accounts by mail.

This ad is simple, featuring little copy, lots of white space and some extremely low-pressure selling.

"Enjoy the convenience of a charge or budget account at Kermans," the headline reads. Below is the address, a line of sell copy, "A fashion landmark for over 33 years," and then a perforated-like "order" blank which asks the potential charge customer his name, address, business connection, bank, other charge

accounts he may have, other authorized buyers permitted to buy on his account, and finally the customer's signature for authorization. And a line at the bottom of the ad Kermans explains the store hours.

■ There are two additions I'd make to this ad. First, under the line for the customer's name, where the customer is asked to print, I would add: "Please use pencil, as newsprint blots." And, secondly, I'd include the telephone number because the potential customer might want to call and ask the credit manager some questions about a charge account.

Yes, it's human to buy a bit more when you don't have to pay immediately. Charge accounts, or "increased business accounts," as I like to call them, can be readily obtained by mail-order-style order blank ads such as Kermans'.

Another store in Chicago, before opening its doors a few years ago, ran full pages in Chicago newspapers "selling" charge accounts by mail. Thousands of Chicagoans responded. And the resulting business produced by these new charge-accounts-opened-by-mail promotion put this store on the profit side of the ledger.

Retailers and mail order merchandisers alike can increase their sales with charge accounts. And such accounts can be obtained in a hurry by running couponed order-blank ads such as Kermans'.

Tips for the Production Man...

Daylight Fluorescence Gains in Use

By KENNETH B. BUTLER

The new Day-Glo fluorescent colors are a cloud in the graphic arts sky now considerably larger than a man's hand (to steal a phrase from Harold Ickes). And so this column, much as it would like to, can no longer ignore this new color medium.

Our introduction to these colors was in connection with trick bow ties. Then came a rash of caps, socks, women's scarves, sweaters and shirts. Horrors, this surely can't last long, was our natural reflex action. Then we began seeing gasoline ads on outdoor posters using a line of fluorescent color here and there; then posters, and more outdoor stuff using these new penetrating colors.

Three events have recently given stature to what we had formerly regarded as a menace or a novelty.

■ The first of these was the use of a brilliant Day-Glo yellow for the title on the September issue of the *Graphic Arts Monthly*, a very respectable publication. We had to admit it was good. It certainly proved that the use of these colors is gaining ground in thoughtful circles.

To date they haven't developed a method of printing these colors by letterpress or offset. *Graphic Arts Monthly* printed its cover in two colors by letterpress and had the Day-Glo color printed by the silk screen process. The register was unbelievably good, although for safety's sake a wide overlap was provided in making the silk screen stencil. Silk screen, formerly pretty much of a hand-work proc-

ess, is now done—economically on screen process printing presses.

The second event that pointed up increasing demand for these colors was the introduction of papers and cardboards with a fluorescent surface. Velve-Glo is the trade name of the paper which has come to my attention. It can be printed, using regular inks, either by offset or letterpress. The results are powerful.

■ Thirdly comes a report from the National Outdoor Advertising Bureau on the use of fluorescent colors for poster advertising. Its study, which you may procure by writing to 60 E. 42nd St., New York 17, tells why the colors glow and tells how they may be used in poster printing. The study shows the colors now available: neon red, fire orange, signal green, arc yellow and saturn yellow. The bulletin discusses factors that control brightness, the need for screen lacquering, and gives hints on layout, design and typography affected by the use of these colors.

The bureau is frank, too, in its discussion of the limitations of daylight fluorescent colors. In a nutshell: the silk screen process must be employed (as of now); the colors are not adaptable to intricate designs; the colors are not fast or durable, particularly for outdoor use; the colors are more expensive than regular inks.

Ink makers are working on the problem. To date, printing presses are unable to lay down a pigment thick enough to achieve the desired effect.

The Eye and Ear Department...

Letter to the President

Dear Mr. Folsom: Caught your company's debut on television—Friday night, Nov. 23, 8 to 8:30 over NBC-TV of all networks. Ezio Pinza. Good name. Good voice. Romantic aura—thanks to "South Pacific," no help from Hollywood beyond press build-up.

Opening commercial not bad. Electron microscope—result of RCA research. Same research that developed electronic television. Ed Herlihy not the clearest of all announcers, but story simple and to the point.

Now we go to Pinza's apartment, meet Don Juan—or is it Don Quixote—himself. Terribly slow opening, Mr. Folsom. Terribly slow. Terribly self-conscious, too. Pinza discussing the difference between television and opera. Like an author who makes all the heroes of his stories an author.

Then Pinza sings. "One Song." Who picked this aged piece of corn out of the crib? Phone rings. Pinza says in his heavy Italian-operatic dialect, "I be right over." Walks onto TV stage. Legs, dancing girls—ah! Promise of pick-up in pace of show.

But no. Business between director and Pinza as Pinza tries to sing "Some Enchanted Evening" is constantly interrupted by director, instructing him in TV business. More self-consciousness.

Then Jane Froman arrives. Gets around to singing "Too Soon." Jane's not too

good in a close-up. Bad double chin. What's wrong with your electronic engineers?

Dancers behind Jane. Leaping. Lifting their arms. Been doing this on "Toast of the Town" (another network, Sundays, 8 to 9 p.m.) ever since Admiral sponsored it. Getting rather boring, too.

Back to Ed Herlihy. What's wrong with Ed—his teeth loose? Early RCA television set. Only Ed didn't turn it on. Instead, showed new Super Set. What was it he called it—"Preston" or "President?" Couldn't quite get it—but did get that bright new slogan: "RCA—cornerstone of home entertainment for three generations."

Now we return to Pinza's apartment. Just in time. Was about to toss something at Herlihy. Ezio spending a quiet evening at home. Doing what? Listening to an RCA Victor TV set? But no—reading a book! Gets romantic. The old urge comes over him. Calls up coupla babes. All busy. Door bell rings. Who is it? Jane Froman!

Ezio induces Jane to balcony. Sits down beside her. Acts like seventeen-year-old. Jane gets bored—who wouldn't?—and leaves. Ezio sings. "One Dream in My Heart." Out of some corn crib.

Finishes song. Turns suddenly and says, "Be back in my apartment again next week. I'll see you. You see me. Monty Woolley and Mindy Carson as guests." Then 45 rpm records, looking very



SMOKING THE POSSUM OUT OF THE HOLE

A good way to get that critter out of a hole is to smoke it out. And the best way to learn whether your advertising is doing its part bringing in the business and making friends (and right friends) for you is to write The Journal's Industry Census Bureau. We've smoked out the vital facts! We can tell you just how effective your advertising dollar is when it's spent with The Journal:

Our circulation is not expressed in cold abstract numbers alone. We will also provide you with information on: How many Journal readers are prospects for your product or services; how they are rated according to their ability to buy; the location of their home offices and field/plant buying points; which segments of the oil and gas industry they encompass; what their occupational or job functions are within each segment.

"Follow The Journal... and you follow the Oil Industry!"



To assemble facts such as these by personal call was, of course, quite an expensive undertaking in time and money. But these facts and figures were in themselves so revealing . . . so much more accurate than had been obtained by any other method ever previously employed by anyone in the petroleum industry . . . that we could not logically come to any other conclusion than to make of this a continuing study . . . a permanent fact-finding panel of The Journal's regular staff . . . in order that our advertisers may profit by knowing that all important "next dimension" in our circulation.

We are prepared to show you unquestionable proof of the extent of readership we have among these **right people** (your customers and prospects). If you care to recheck these results yourself, we will pay the cost!

The OIL AND GAS
JOURNAL

211 SOUTH CHEYENNE

TULSA • OKLAHOMA

NEW YORK • PITTSBURGH • CHICAGO • LOS ANGELES • HOUSTON • ENGLAND

Overseas Business Services Assists U. S. Exporters and Foreign Firms

NEW YORK, Dec. 3—Starting from scratch in 1949 to serve American business abroad and to assist foreign companies to enter U. S. markets, Overseas Business Services, a unit of McGraw-Hill International Corp., has built up its global market research network so that it now covers 70 countries and has a staff of 400 investigators.

"We have worked quietly and without fanfare, confining most of our promotion efforts to direct mail among a select list of prospective clients," Russell F. Anderson, director of the unit, told AA. "The services offered by Overseas Business Services are diversified," he added. "They range from major market studies and economic surveys to shooting movies of foreign branch plants and American-made equipment in operation. In addition, the unit also maintains a large translation service, geared to put sales promotion, brochures, and booklets into virtually all languages."

■ Mr. Anderson told AA that among assignments already completed are a survey in Brazil to determine the feasibility of subsidiary operations for a major equipment manufacturer; a trans-Atlantic air cargo study for a foreign flag line; a survey of the French heavy electrical industry for Economic Cooperation Administration; a study of U. S. industrial feeding practices for a British company; a survey of the oil market in Colombia for a U. S. engineering organization; a report on dealer distribution methods in Venezuela; a media study in the Near East; movies of a U. S.-owned plant in operation in Egypt; an air passenger traffic analysis in Latin America, and a study of the U. S. market for Diesel engines.

"These give a cross-section idea of the wide variety of assignments we have been called upon to do for different companies and their advertising agencies and banks," Mr. Anderson said.

■ "The client list of Overseas Business Services reads like a list of 'Who's Who in World Industry,'" he declared. "Here are a few of

the organizations we have served:

"Ford Motor Co.; International Harvester; Foster Wheeler Corp.; Standard Oil Co. (N. J.); Aluminum Co. of America; Bucyrus-Erie Co.; Caterpillar Tractor Co.; National City Bank; Diesel Motor Mfrs. Assn.; Montgomery Ward;

U. S. Air Force; Scandinavian Airlines; Blaw-Knox Co.; Schenley Laboratories; American Brake Shoe; Electric Storage Battery Co., and Economic Cooperation Administration.

"In addition to servicing American companies overseas," Mr. Anderson said, "we also prepare studies within the U. S. for foreign clients and governments seeking to enter the American market."

■ How McGraw-Hill, whose main business is publishing industrial

magazines and books, got into foreign market research is a story of evolutionary development, Mr. Anderson pointed out.

"Our overseas network was developed initially to supply our own 34 magazines and publishing interests with accurate business information and advice of a type not available from any other source. In 1945 the company began building an international reporting organization devoted exclusively to business, scientific and technical news.

"In 1949 we began to get requests for assistance from outside companies. These inquiries were varied. They ranged from asking us to shoot photos of their equipment in use to evaluating potential markets.

■ "Upon the basis of these inquiries," he said, "we decided to investigate the potential of setting up an organization for servicing companies abroad. We spent a year exploring. We talked to advertising agencies handling export

"EARLY DAYTIME



TELEVISION

HASN'T SEEN

ANYTHING

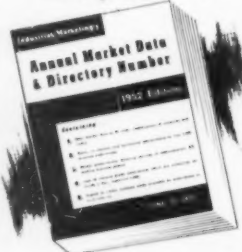
...YET!"



*For Basic Data
on the*

**85 IMPORTANT
INDUSTRIAL AND
TRADE MARKETS**

*and the business papers
serving them . . .*



Refer First to the

**1952 MARKET DATA &
DIRECTORY NUMBER**

Industrial Marketing

200 E. ILLINOIS ST. • CHICAGO 11, ILL.

accounts to find out the kind of service they could use. We talked with all kinds of companies in all types of industry. We asked innumerable questions, and encouraged questions in turn.

"It wasn't long," Mr. Anderson said, "before we realized that the service we could offer was badly needed. But we also realized that to do the job as it should be done, it would have to be 100% practical. If we were to undertake market surveys and studies abroad, we realized we would have to come up

with the kind of findings upon which managements could make hard-boiled sales decisions.

■ "We also knew that gathering market data in the U. S. was one thing, and comparably simple, but that gathering it abroad where statistics are rarely compiled was quite another matter. We decided that the best approach was to experiment for a year, by handling a few selected assignments. And that's the way this vital new service was born."

Since the initial experimental year, the company has gradually broadened its operations, increasing its clients and the number of its representatives abroad. At the same time, the company also increased the number of its foreign clients seeking U. S. market information.

There are no uniform charges for surveys. "We have discovered that no two assignments are alike," Mr. Anderson said. "Everything is done on an individual quotation basis. Costs to clients have ranged

from as low as \$50 to [as high as] five figures."

■ Charges for translation work, however, are uniform. But there is some variance with languages and the extent of the technical complexity of copy. More and more companies, Mr. Anderson said, are recognizing the need for putting their catalogs, sales brochures, and house organs into various foreign languages. Also, the translation division has had an increasing number of calls to translate tech-

nical manuals for U. S. government agencies.

Administratively, Overseas Business Services is divided into two divisions. The research division is headed by Joseph Romanello, formerly with the research department of Benton & Bowles, and the translation division is headed by George Loinaz, a language expert. Mr. Anderson, who heads the overall operation, reports to J. C. Stark, v.p. and assistant general manager of McGraw-Hill International Corp.

■ The research division has at its disposal a staff of 400 investigators, a force sufficiently versatile to handle all types of surveys in all markets. Clients may obtain market surveys, confidential reports, economic studies, films and editorial service.

The translation division is geared to make translations into any language, and is equipped to handle translations of manuals, catalogs, general sales literature, house organs, advertisements, and industrial movie scripts. The division also designs, prints and processes foreign language material. In addition to the New York staff of translators, overseas facilities are utilized, and all copy is double checked.

Falstaff Launches 1952 Plans to Air League Games

Falstaff Brewing Corp., St. Louis, has signed an agreement with Mutual Broadcasting System for its baseball plans in 1952. Mutual is still negotiating rights to 1952 baseball games, having to make the deals with the clubs involved and not through the league office, as in former years.

Meanwhile, Falstaff has signed with KNOK, St. Louis American Broadcasting Co. outlet, to sponsor the broadcasts of the St. Louis Brown's baseball games, at home and on the road, next season, all of which will be aired by the station. Dancer-Fitzgerald-Sample, New York, is the agency for Falstaff.

Robert Q. Lewis Gets Award

Robert Q. Lewis, radio and television star, has received the 1951 annual merit award of the Philadelphia Guild of Advertising Men.

Vance Fawcett Gets Account

Vance Fawcett Associates, Honolulu, has been appointed to direct a \$298,000 capital funds campaign for Kuakini Japanese Hospital, Honolulu.

Colonial Airlines Appoints



Daniel S. Dunn has been appointed assistant secretary of Colonial Airlines, New York. Getting ahead in business like Mr. Dunn are thousands of regular Wall Street Journal readers throughout the nation—executives and their aides who make or influence decisions on planning, production, selling and buying.

(Advertisement)

It took a 12-foot telegram to tell our New York office just the bare details of the fabulous new

RALPH EDWARDS SHOW

And little wonder . . . for this is noon-hour programming on NBC-TV that will make Hellzapoppin look like a New England church social.

At 12:30 on January 7 the fun begins (not so funny for advertisers who miss the bus). Stars, stunts; gags, gimmicks; tears, tirades; prizes and performers . . . every crazy caper that ever kept an audience fastened to a TV set for a solid half-hour!

Sounds like the same old words? Perhaps. But the music's changed! This is all new; this is *different!* . . .

This is pure EDWARDS pulling all the stops from Hollywood. This is the master-showman who made "Truth or Consequences" a national pastime. This is television that will pay off in pure profit for sponsors who get in early.

Better talk to us right away about a most reasonably priced 15-minute segment.

THE RALPH EDWARDS SHOW

12:30 to 1 P. M. EST

NBC TELEVISION

30 Rockefeller Plaza, New York 20, N. Y.
A Service of Radio Corporation of America





**WHAT'S
GOING ON AT
T.S.W.G.? I HEAR
IT'S SELLING OUT
ON NEWSSTANDS
ALL OVER
THE COUNTRY!**



**THAT'S RIGHT
... AND WHAT'S MORE,
THEIR NEWSSTAND GAINS
ARE GREATER IN THE TOP TV
CITIES THAN NATIONALLY..
LET'S ASK THE AGENCY
WHAT'S GOING ON!**

TRUE STORY

Women's Group

**SOMETHING BIG IS GOING
ON AT MACFADDEN!**

MACFADDEN PUBLICATIONS, INC. • 205 EAST 42nd STREET • NEW YORK 17
OFFICES: CHICAGO BOSTON SAN FRANCISCO

Odor-Ban Launches Drive

Harry D. Reid Agencies Ltd., Toronto, has started a promotion in western Ontario newspapers for Odor-Ban, an electrical deodorizer for the kitchen, sickroom and bathroom. A. J. Denne Co., Toronto agency, is directing the drive.

Hill to Sparton Radio-TV

Conrad Hill, formerly advertising manager of the Mail, Plymouth, Mich., has been appointed a member of the advertising department of Sparton Radio-Television, division of Sparks-Withington Co., Jackson, Mich.

Allan Cooper Joins Hewitt

Allan Cooper, formerly with Foote, Cone & Belding, has joined Hewitt, Ogilvy, Benson & Mather, New York, as director of market and media planning. Frank Chipperfield continues as media director.

Three Appoint Raf Agency

Raf Advertising, New York, has been appointed agency by Nylab, (New York Laboratory Co.), manufacturer of scientific instruments and apparatus; Roberk Co., automotive accessories manufacturer, and National Transmission Inc., U. S. affiliate of Crofts Ltd., power transmission equipment manufacturer.

Snow Crop Names Sattler

Walter T. Sattler has been appointed product manager for the Snow Crop Marketers division of Clinton Industries Inc., New York. Mr. Sattler formerly was product manager of concentrates and specialties for the Birds Eye-Snyder division of General Foods Corp., New York.

Henry Kane Joins L&M

Henry M. Kane, formerly with Kenyon & Eckhardt, New York, has joined the copy staff of Lennen & Mitchell, New York. He had been with K&E for more than five years.



AGENCY NAMED—These three products—BFI photographic processing fluids and Old Forster Jell, a whisky-flavored jelly, are products of Brown-Forman Industries, a Brown-Forman Distillers subsidiary which has just named Mulligan Co., Louisville, as its agency.

Every City A PLUS MARKET!

Average 36% Higher Sales Potential than Dominion*

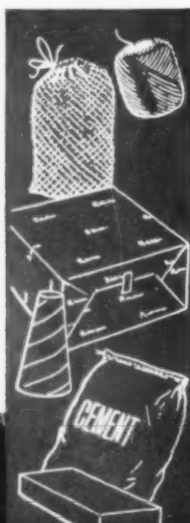
CHATHAM—The Daily News
GALT—The Evening Reporter
GUELPH—The Daily Mercury
KIRKLAND LAKE—The Northern Daily News
MOOSE JAW—The Daily Times Herald
OSHAWA—The Times-Gazette

PORT ARTHUR—The News Chronicle
PRINCE ALBERT—The Daily Herald
QUEBEC—The Chronicle Telegraph
SARNIA—The Canadian Observer
TIMMINS—The Daily Press
WELLAND-PORT COLBORNE—The Evening Tribune
WOODSTOCK—The Sentinel Review

*SALES MANAGEMENT Quality of Market Index, 5/10/51

Toronto—Bank of Nova Scotia Bldg.
Montreal—225-226 University Tower

U. S. Representative—Ralph R. Mulligan
New York—Chicago—Detroit



IF YOUR PROBLEM
IS A PRODUCT MADE OF PAPER....

SORG can make the paper!



Tested by TIME!

We invite inquiries on specially formulated papers to serve your specific needs for product manufacture, packaging, fabrication, or printing. Write direct or consult our nearest sales office.

THE SORG PAPER COMPANY • Middletown, Ohio
MAKERS OF SPECIALTY PAPERS OF PRINTING AND SPECIALTY PAPERS

Sales Offices and Representatives in

NEW YORK
370 Lexington Ave. (17)

BOSTON
10 High St. (10)

PHILADELPHIA
Fidelity Phila. Trust Bldg. (11)

CHICAGO
Daily News Bldg. (6)

ST. LOUIS
Ambassador Bldg. (1)

LOS ANGELES
3217 Lowry Rd. (27)

CIAA Sponsors Study of European Economy

CHICAGO, Dec. 5—The Chicago Industrial Advertisers Assn. has commissioned Dr. Melchior Palyi, economist, to gather first-hand information on how European economic conditions affect American business, advertising and merchandising, on both export and domestic levels.

Dr. Palyi will spend 2½ months in Europe, making his report on European economic development to CIAA in February.

Among the questions admen hope Dr. Palyi can find the answers to are: How is U. S. aid being used and is it effective? What are the chances of a shooting war with Russia in the near future? Is America spending its money effectively in Europe? Is socialism really on the wane in Europe? How do all these factors affect the future of American business?

■ Dr. Palyi will bring his report up to date in May, when he will reexamine his February findings and present a second analysis to CIAA members.

The CIAA believes this marks the first time in history that an advertising association has commissioned an economist to collect first-hand data on world affairs and their effect on the American market.

Questionnaires have been sent to the entire CIAA membership asking for suggestions on points to be covered by Dr. Palyi. The association believes the data collected will be invaluable in assisting advertising managers in planning for 1952 and 1953.

Patt Elected President

James M. Patt, v. p. and general manager of Community Broadcasting Corp., licensee of WALL, Middletown, N. Y., has been elected president of the company. He succeeds John Morgan Davis, principal owner of the station, who was recently elected judge of the Philadelphia court of common pleas.

Johnson Buys KWJJ

Rod Johnson, who has had 13 years of radio experience in Portland, Ore., has purchased KWJJ, Portland, from Wilbur J. Jerman, founder and sole owner. The purchase price was not announced. The transaction is subject to approval of the Federal Communications Commission.

Smith Corp. Sponsors 'Carol'

The water heater division of A. O. Smith Corp., Milwaukee, has signed to sponsor Lionel Barrymore's portrayal of Scrooge in Dickens' "The Christmas Carol" for the second successive year. The program will be aired over 540 Mutual stations at 4 p. m., EST, Sunday, Dec. 23.

Three Out of Ten U. S. Families Now Have Television

NEW YORK, Dec. 5.—Between July and October, 2% of America's families purchased TV sets, bringing the total TV set ownership to 29% of all U. S. families.

According to Industrial Surveys Co., which compiled the information from its National Consumer Panel of more than 4,000 families, the buildup in ownership during the third quarter this year was smaller than in any other quarterly period.

However, in almost every type of family breakdown, a larger percentage of families now have sets than had them in July.

By regions, the largest increase was in the northeastern states. In terms of education, the largest percentage of new owners (by group) are the college-educated family heads. Large families did not add as many sets as did families with three members or fewer, and families with children under five years of age added proportionately more sets than did families with older children or no children.

■ Detailed breakdowns show the following:

	% of Group with TV Sets	
	July 1951	Oct. 1951
U. S. Total	27%	29%
Regions:		
Northeast	45	48
South	13	13
North Central	27	29
Mountain & Southwest	10	11
Pacific	26	26
City Size:		
Farm	—	9
Under 2,500	—	10
2,500 to 50,000	—	12
50,000 to 500,000	—	28
500,000 & over	—	37
Total Family Income:		
Upper fourth	33	36
Next fourth	32	34
Next fourth	28	31
Lowest fourth	18	20
Education of Family Head:		
Grade school	23	25
High school	34	36
College	24	29
Occupation:		
Professional & executive	31	34
Clerical, sales & service	30	33
Craftsmen & foremen	37	40
Laborer & operators	29	31
Farmer	7	8
Size of Families:		
1 & 2 members	19	21
3 members	30	33
4 & 5 members	35	37
6 members & over	27	27
Presence of Children:		
5 years & under	34	39

Transfer of WICC to WLIZ Awaits FCC Approval

The sale price of WICC, Bridgeport, Conn., recently purchased by WLIZ, Bridgeport, headed by Philip Merryman, has been reported by the Federal Communications Commission as \$200,000. The transfer of ownership of the station is now awaiting approval by the FCC, which is expected before Jan. 1.

WICC was offered for sale as the result of a plan to consolidate and merge the radio and television interests of R. H. Macy &

Co., New York, owner of WOR and WOR-TV, New York, and of General Tire & Rubber Co., Akron, owner of Yankee Network, of which WICC was a part, and Don Lee Network (AA, Oct. 15).

ASNA Establishes Fellowship

The Advertising Specialty National Assn., Washington, a group of manufacturers, jobbers and direct selling houses which sell giveaway articles for advertising purposes, has established a \$1,725 fellowship award in the graduate school of business at Columbia University for a student in the graduate school interested in advertising, preferably in the advertising specialty field.

Despite—

- INCREASED Newsprint costs.....**316%**
- INCREASED Labor costs.....**85%**
- INCREASED Overall operation costs....**170%**

during the 10 year period 1941 to 1951
the Milline* Rate of
Canadian DAILY NEWSPAPERS

HAS INCREASED
ONLY 8%

*Rate per line per million circulation

... because newspaper circulation has, in this same period, increased 48%

Newspaper advertising permits of matching advertising to distribution situations.

Newspaper advertising gives low cost saturation coverage in all Canadian markets.

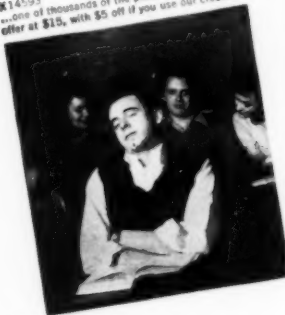
These circumstances explain why more and more national advertisers are using daily newspapers, as evidenced by the table on the left.

CANADIAN DAILY NEWSPAPER SHARE OF THE NATIONAL PUBLICATION DOLLAR*

1946.....	43.3%
1947.....	44.3%
1948.....	46.4%
1949.....	50.1%
1950.....	51.2%
1951 (9 months).....	52.8%

*Source: "Marketing" published figures

W14593
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 I. H. Macdonald, General Manager
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Anderson & Cairns' AM-TV Billings Climbs

Anderson & Cairns reports an increase of more than 100% in 1951 radio-TV billings over those of 1950. "This growth reflects the increasing importance of television as an advertising medium," John A. Cairns, president of the agency, said. "At the same time it is interesting to note that our radio billings also increased. Perhaps that shows that our clients are not yet ready to consign radio to the graveyard."

Among the agency's radio-TV clients: Masland carpets, Rootes Motors (Hillman Minx cars), General Shoe Corp. (Friendly shoes), and Columbia Tobacco Co. (du Maurier cigarettes).

Gets Controlling Interest

Graham T. Johnston, president of Promenade Magazines Inc., New York, has purchased controlling interest in the company from Dr. Robert L. Johnston, president of Temple University. The latter will retain a stock interest and remain as chairman of the board.

Want to Compare Video Ratings? Here's the Data

CHICAGO, Dec. 7.—In the two columns at the right-hand side of the page, ADVERTISING AGE presents a direct comparison between Nielsen, Videodex, Trendex and American Research Bureau television ratings for approximately the same period of time in the same month of the year.

The A. C. Nielsen Co. reports are for the first two weeks of the month but, with this exception, all of the ratings shown apply to the period from Nov. 1 to Nov. 7.

In the summer of 1950, Stanley G. Breyer of KJBS, San Francisco, proposed that Pulse and Hooper compare their figures on listener-ship with data produced by a third research company, which would conduct a large-scale house-to-house coincidental survey in the San Francisco and Oakland area during August, 1950. The third company, under the proposed plan, would use an accepted random or probability method for choosing the sample.

■ The projected comparison was studied by various industry committees and died somewhere along the way. However, one of the reasons—in fact the principal reason—why the comparison would not be valid, at least in the eyes of A. C. Nielsen, was the fact that the two surveys "almost never cover the same weeks and the same days of the month."

This objection could be raised to almost every comparison of figures. But now, for what is probably the first time in the past several years, all four of the rating services mentioned have measured the audience during the same period of time, and have produced figures which—despite obvious objections based on differences in procedure—will be compared by agencies and clients.

■ Despite the oft-repeated arguments over the merits of the Audimeter measuring system, the diary method and the telephone measurement method, agency executives and advertising managers

will find a great deal of material for discussion in the ratings shown on the right-hand side of this page.

The objections to a comparison are, of course, obvious to any research man. The evaluation of measurement methods through a comparison of results can be declared invalid on any of a dozen grounds. But, since agency men and advertisers will inevitably make the comparison, AA has prepared the compilation which appears on this page.

For the sake of the arguments which undoubtedly will arise over the tabular information, here is a capsule summation of the basic facts—somewhat over-simplified:

■ 1. Nielsen uses about 450 homes—a sample which, he contends, includes telephone and non-telephone homes, rural and urban areas in direct proportion to their national representation.

2. American Research Bureau uses about 1,500 diaries in assembling its data—a figure generally accepted as sufficient to support a network rating in television markets.

3. Trendex bases its data on approximately 600 coincidental phone calls per program period in multi-channel cities (those cities with three or more TV stations). The figures are not weighted (e.g., New York) and are designed primarily for the agency or advertiser who wants to find out what is going on as quickly as possible.

4. Videodex bases its figures on a national sample of approximately 9,200 diaries. The sample is larger than is required for a national rating primarily because Jay & Graham Research compiles individual city ratings for 21 markets and, as a result, has to have a representative sample in each of the markets.

Thus, roughly—very roughly—Nielsen, American Research Bureau and Videodex are attempting to measure the same thing. All claim to measure network television programs on a projected national basis. Trendex data is based on multiple-station markets only.

Mutual Life Advances Brion

Mutual Life Insurance Co. of New York has promoted John P. Brion to the post of assistant director of publicity. Mr. Brion joined Mutual Life's public relations division in 1946 from the financial news department of the *New York Times*.

National Nielsen-Ratings of Top TV Shows

Two Weeks Ending Nov. 10, 1951

All figures copyright by A. C. Nielsen Co.

Total Homes Reached		Program Popularity*		Current Rating
Rank	Program	Homes (000)	(%)	
1	Texas Star Theater (NBC)	7,438	53.5	53.5
2	Red Skelton (NBC, P&G)	6,623	52.2	52.2
3	Colgate Comedy Hour (NBC)	6,476	49.7	49.7
4	Your Show of Shows (NBC, Particip.)	6,328	48.4	48.4
5	Your Show of Shows (NBC, Reynolds Tobacco)	6,103	47.3	47.3
6	Philo TV Playhouse (NBC)	5,566	46.3	46.3
7	Your Show of Shows (NBC, Lehn & Fink)	5,494	43.7	43.7
8	Arthur Godfrey & Friends (CBS, Liggett & Myers)	5,480	43.3	43.3
9	Your Show of Shows (NBC, Ever-Sharp)	5,262	42.2	42.2
10	Goodyear TV Playhouse (NBC)	5,178	42.0	42.0

*Per cent of homes reached in areas where program was televised.

ARB Ten-City TV Ratings

Nov. 1-7, 1951

American Research Bureau

Rank	Program	Current Rating
1	Texas Star Theater (NBC)	58.6
2	Arthur Godfrey's Scouts (CBS, Lever-Lipton)	49.2
3	Your Show of Shows (NBC, several sponsors)	48.6
4	Colgate Comedy Hour (NBC)	48.6
5	President Truman (all networks)	47.4
6	All Star Revue (NBC, Snow-Crop-Pet Milk-Kellogg)	44.6
7	You Bet Your Life (NBC, DeSoto-Plymouth Dealers)	44.2
8	Jack Benny (CBS, American Tobacco)	43.5
9	Red Skelton (NBC, P&G)	43.2
10	Arthur Godfrey & Friends (CBS, Liggett & Myers)	42.9

Trendex Network TV Ratings

Nov. 1-7, 1951

(Ten cities with three or more TV stations)

Talent Scouts (Lipton, CBS)	47.7	All-Star Revue—Jimmy Durante (Kellogg, Snow-Crop, Pet Milk, NBC)	39.0
Texas Star Theater (NBC)	44.5	Godfrey & Friends (Chesterfield, Tom, (NBC)	38.3
Colgate Comedy Hour—Martin Lewis (NBC)	42.9	Pillsbury (CBS)	37.7
Red Skelton (P&G, NBC)	40.8	Fireside Theater (P&G, NBC)	37.4
Jack Benny (CBS, American Tobacco)	40.3	Man Against Crime (Carnel, CBS)	36.3
Arthur Godfrey & Friends (CBS, Liggett & Myers)	40.3	Jack Benny (Lucky Strike, CBS)	36.3

Videodex Network TV Ratings

Week of Nov. 1-7, 1951

Copyright by Jay & Graham Research Inc.

Rank	Program Popularity (%)	Rank	Total Homes Reached (000)
1	Texas Star Theater (NBC, Texas Co.)	1	Texas Star Theater (NBC, Texas Co.)
2	Colgate Comedy Hour (NBC)	2	Colgate Comedy Hour (NBC)
3	Red Skelton (NBC, P&G)	3	Red Skelton (NBC, P&G)
4	Godfrey's Talent Scouts (CBS, Lever-Lipton)	4	Your Show of Shows (NBC, Participating)
5	Jack Benny (CBS, Lucky Strike)	5	Jack Benny (CBS, Lucky Strike)
6	Your Show of Shows (NBC, Participating)	6	All-Star Revue (NBC, Participating)
7	Godfrey & Friends (CBS, Chesterfield-Tom)	7	Philo TV Playhouse (NBC)
8	Philo TV Playhouse (NBC)	8	Godfrey & Friends (CBS, Chesterfield-Tom)
9	I Love Lucy (CBS, Philip Morris)	9	You Bet Your Life (NBC, DeSoto-Plymouth)
10	All Star Revue (NBC, Participating)	10	I Love Lucy (CBS, Philip Morris)

National Nielsen-Ratings of Top Radio Shows

Week of Oct. 21-27, 1951

All figures copyright by A. C. Nielsen Co.

CURRENT RANK	PROGRAMS	HOMES REACHED (000)	CURRENT RATING
EVENING, ONCE-A-WEEK (AVERAGE FOR ALL PROGRAMS)			
1	Lux Radio Theater (CBS, Lever Bros.)	6,537	15.6
2	Jack Benny (CBS, American Tobacco)	5,531	13.2
3	Arthur Godfrey's Scouts (CBS, Lever-Lipton)	5,196	12.4
4	Amos 'n' Andy (CBS, Resall)	5,154	12.3
5	Ma Perkins (CBS, P&G)	4,903	11.7
6	Mr. and Mrs. North (CBS, Colgate-Palmolive)	4,777	11.4
7	You Bet Your Life (NBC, DeSoto-Plymouth Dealers)	4,735	11.3
8	Bob Hawk (CBS, R. J. Reynolds Tobacco)	4,609	11.0
9	People Are Funny (CBS, Mars)	4,609	11.0
10	Life with Luigi (CBS, Wrigley)	4,567	10.9
EVENING, MULTI-WEEKLY (AVERAGE FOR ALL PROGRAMS)			
1	Beulah (CBS, P&G)	3,143	7.5
2	Lone Ranger (ABC, P&G, Tide)	2,891	6.9
3	News of the World (NBC, Miles Labs.)	2,808	6.7
WEEKDAY (AVERAGE FOR ALL PROGRAMS)			
1	Romance of Helen Trent (CBS, Whitehall)	3,394	8.1
2	Our Gal, Sunday (CBS, Whitehall)	3,352	8.0
3	Pepper Young's Family (NBC, P&G)	3,227	7.7
4	Mr. and Mrs. North (CBS, Colgate-Palmolive)	3,185	7.6
5	Arthur Godfrey (CBS, Liggett & Myers)	3,143	7.5
6	Big Sister (CBS, P&G)	3,101	7.4
7	Guiding Light (CBS, P&G, Dux)	3,059	7.3
8	Wendy Warren and the News (CBS, General Foods)	3,059	7.3
9	Road of Life (NBC, P&G)	2,975	7.1
10	Aunt Jenny (CBS, Lever Bros.)	2,933	7.0
DAY, SUNDAY (AVERAGE FOR ALL PROGRAMS)			
1	True Detective Mysteries (MBS, Williamson)	2,640	6.3
2	The Shadow (MBS)	2,221	5.3
3	Martin Kane, Private Eye (NBC, U. S. Tobacco)	1,969	4.7
DAY, SATURDAY (AVERAGE FOR ALL PROGRAMS)			
1	Theater of Today (CBS, Armstrong)	2,933	7.0
2	Stars over Hollywood (CBS, Carnation Co.)	2,891	6.9
3	Grand Central Station (CBS, Tom Co.)	2,849	6.8

Fannon Joins Art Department

James Fannon, formerly with Sudler & Hennessey, has joined Art Department Inc., New York, as a sales representative.

Andrews Opens Branch Office

Andrews Surveys, New York market and opinion research company, has opened a Philadelphia branch office at 5632 Arlington St.

Winston-Salem

A GROWING MARKET OF MORE PEOPLE WITH MORE MONEY TO SPEND THAN EVER BEFORE

A 9-County Market with 1950 Per Capita Effective Buying Income of \$725.00*

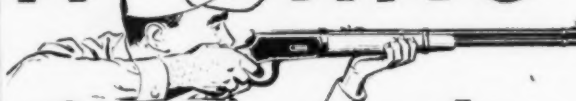
*Sales Management, 1951 Bureau of Business Power

The JOURNAL & SENTINEL are the only papers that cover this rich, growing market in the South's No. 1 state.

The JOURNAL & SENTINEL are the only papers in the SOUTH offering a Monthly Grocery Inventory—an ideal test market.

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Fawcett Survey Shows Trend to 'Natural Look'

Steady Popularity Won by Most Leading Brands of Beauty Preparations

NEW YORK, Dec. 6.—The trend in feminine beauty seems to be toward the "natural look," judging by the decline in use of some cosmetics like rouge, face powder and mascara.

The change in beauty product buying habits is noted in the detailed survey compiled by Fawcett Publications covering women readers of *True Confessions*, *Motion Picture* and *Movie Story* magazines from 1941 to 1951.

Fawcett's Beauty Reader Forum members apparently were rosier in 1941 because, according to the survey, 85% used rouge then as compared to only 5% in 1951. Use of face powder dropped from 99% to 84% in that period while mascara, used by 55% of the women in 1941, is used by 48% nowadays. Cleansing cream also dropped in favor, from 80% in 1941 to 64% today.

■ The girls remain faithful to lipstick, however, with almost no change in its widespread use—98% in 1941 and 99% every year thereafter.

Nail polish use has dropped from 97% in 1941 to 91% in 1951. Deodorants and anti-perspirants are being used more extensively, climbing from 92% in 1941 to 96% in 1951.

The gain in popularity of the home permanent offsets the decided drop in use of the professional wave. In 1942, 77% of the readers had professional waves while only 28% had professional waves this year. Home permanents, used by 17% in 1944, are now being used by 42% of the Fawcett readers.

■ Still leading the home permanents is Toni, with 55%, as compared with 13% for its next competitor, Hudnut, and 10% for Lit. The Toni wave, however, has declined in popularity since 1948, when it enjoyed 85% use and almost no competition. In 1949 Toni dropped to 76% and Hudnut appeared on the scene to claim 14% usage. In 1950 Toni sales showed 72% in the Fawcett forum.

Under the table on professional permanent waves, the cost-of-living rise is in evidence with the note that, while in 1941 79% of the permanents cost \$5 or less, in 1951 76% of the professional permanents cost more than \$7. Helene Curtis holds first place in the category with 39% and the next competitor, Nestle, has 3%.

Revlon lipstick, first reported in the beauty forum in 1942 with 3% of the users, gained first place in 1945 with 15% and has stayed on top since, the 1951 report indicating 17% use. Avon is second with 8% and Max Factor third with 7%. Hazel Bishop, a newcomer in the lipstick market, reporting for the first time this year, has 5% use and leads such well-known brands as Coty and Tangee.

■ Top four in the face powder category are Pond's, 14%; Max Factor, 13%; Coty, 11%, and Woodbury, 10%. Pond's has shown a steady gain in popularity. In 1941 Pond's was in fifth place, with Coty's in the lead with 15% of the Fawcett forum market.

Max Factor rouge is most in

Network Gross Time Charges

Source: Publishers Information Bureau

NETWORK RADIO				
	October 1951	October 1950	Jan.-Oct. 1951	Jan.-Oct. 1950
American Broadcasting Co.	\$ 3,180,514	\$ 3,013,938	\$ 27,209,667	\$ 29,431,370
Columbia Broadcasting System	5,615,074	6,676,037	59,248,614	57,744,701
Mutual Broadcasting System	1,759,468	1,534,526	14,620,653	13,422,055
National Broadcasting Co.	4,411,380	4,945,307	45,662,244	51,293,402
Total	\$14,966,436	\$16,169,808	\$145,741,178	\$151,891,528

NETWORK TELEVISION				
	October 1951	October 1950	Jan.-Oct. 1951	Jan.-Oct. 1950
American Broadcasting Co.	\$ 1,846,408	\$ 1,221,773	\$ 14,643,504	\$ 4,086,497
Columbia Broadcasting System	4,704,775	2,211,898	33,102,526	8,444,185
DuMont Television Network	752,876	*	5,960,450	14,840,925
National Broadcasting Co.	7,165,225	3,007,711	46,147,808	51,293,402
Total	\$14,469,284	\$ 6,441,442	\$ 99,854,288	\$ 77,371,607

NETWORK RADIO TOTALS TO DATE				
	ABC	CBS	MBS	NBC
January	\$ 3,059,418	\$ 6,833,626**	\$ 1,542,887	\$ 5,215,947
February	2,702,721	6,097,737**	1,426,705	4,731,626
March	2,891,339	6,793,966**	1,648,006	5,085,636
April	2,980,183	6,487,717**	1,539,801	4,897,882
May	2,591,227	6,744,098**	1,510,818	5,329,752
June	2,720,268	6,201,963**	1,191,691	4,739,193
July	2,267,674	4,387,193**	1,347,841	3,728,687
August	2,210,352	4,440,261**	1,329,375	3,808,906
September	2,165,971	4,645,979**	1,324,061	2,713,235
October	3,180,514	5,615,074	1,759,468	4,411,380
Total	\$27,209,667	\$58,247,614	\$15,348,653	\$45,662,244

NETWORK TELEVISION TOTALS TO DATE				
	ABC	CBS	DUMONT	NBC
January	\$ 1,328,719	\$ 2,601,165	\$ 435,527	\$ 4,187,222
February	1,254,851	2,600,339	406,079	3,949,360
March	1,539,470	2,593,902	457,811	4,654,063
April	1,432,819	2,906,891	574,025	4,758,309
May	1,385,901	3,066,249	622,464	4,946,338
June	1,437,593	2,900,782	564,478	4,244,240
July	1,351,168	3,434,659	645,359	3,477,952
August	1,444,593	3,734,551	763,071	3,359,856
September	1,622,482	4,159,213**	752,876	5,405,243**
October	1,846,408	4,704,775	738,578	7,165,225
Total	\$14,643,504	\$33,102,526	\$ 5,960,450	\$46,147,808

*Figures for 1950 not available.
**Revised as of Nov. 27, 1951.

demand among the users of rouge with 14% use reported in this survey. Avon and Heather tie for second place with 8%, followed by Tangee with 7%.

In the highly competitive soap market, Lux has held on to first place under the facial soap heading throughout the 11 years covered in the report. Lux now has 22% use in this market (its best year was 1942 when it had 31%). Ivory replaced Palmolive in second place in 1945 and has stayed there since, with 20% popularity this year.

■ Soaps used for bathing are led by Ivory with 20%, followed by Lux with 18%. Both have headed the list during the 11 years covered in the survey, with Lux winning first place seven times. They were tied in 1950 at 19%. The comparative newcomer Dial is in third place with 14%.

Under hand lotions, Jergens has easily remained leader in the field, now claiming 39% of the Fawcett forum. Next in line are Revlon, 11%, and Trushay, 10%.

Among the devotees of hand cream, Pacquin rates first with 31%, followed by Sofskin, 13%, and Avon, 12%.

Revlon replaced Cutex in popularity among nail polishes in 1944 and has held on to first place since. Revlon now has 33%, Cutex 25% and Dura-Gloss 14%. Most preferred shade since 1949 is colorless, which at the present time is in favor with 29% of the forum users, while blue-red is second with 15%.

■ Most popular shampoo, according to the Fawcett report, is Halo, which replaced Drene for first rating in 1947 and has remained on top. Drene and Lustre Creme now tie for second with 11%, while Breck and Prell tie for third with 8%.

Three top toothbrushes are Dr. West 28%, Tek 17% and Fuller 12%. These three brands have been listed in that order of preference during the 11 years of the forum.

Among the dentifrices, Colgate leads in both powder and paste categories. Colgate now rates 50% of the paste market and 36% of the powder. Second in each case is Pepsodent, with 15% under paste and 17% under powder.

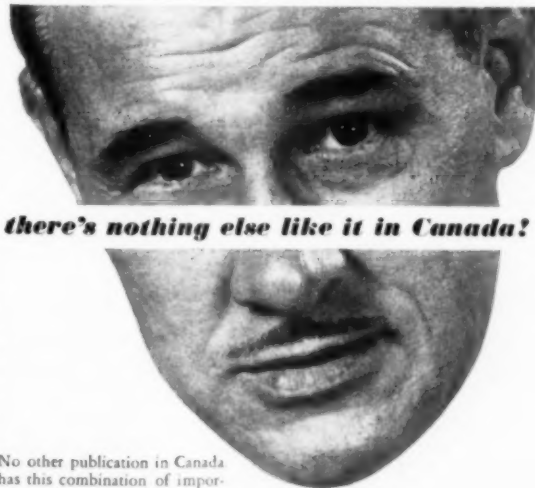
Perfume use has dropped from 67% when first reported in 1943 to 63% in 1951. Evening in Paris

has consistently held the No. 1 rating. However, it has dropped from 36% to 26%. Coty is second with 15% and Dana third with 11%. Among the colognes, Avon leads with 13% and in a three-way tie for third are Evening in Paris, Lenthéric and Coty at 10%.

■ Forum readers are growing more diligent in use of the hair brush as evidenced by the 1951 rating of 96% as compared to 91% in 1941. Fuller's hair brushes have remained in first place with a present rating of 29%. Prophylactic is second with 14%; Stanley third, 10%.

Copies of the 54-page report by the Fawcett Beauty Reader Forum may be obtained from Mary Bailey, Fawcett's beauty editor, 67 W. 44th St., New York, 18. The report covers use of 56 toilet preparations. It includes individual tables showing where the products were purchased.

The data was obtained from what the editors term a cross-section of readers of all ages.



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No other publication in Canada has this combination of important selling features—consistent coverage of all English-speaking Canada—choice of different sections at different rates—high family readership—proven dealer support and voluntary purchasers.

the STAR WEEKLY

Published at 80 King Street West, Toronto, Canada
U.S. Representatives: Ward-Griffith Co. Inc.

Purely Political Ads Don't Deserve Tax Preference: Ramsey

WASHINGTON, Dec. 4.—Rep. Robert L. Ramsey (D., W. Va.) has announced he will introduce legislation to tighten up on tax deductions for institutional advertising serving a "political" purpose.

He said tax laws rightly allow deductions for advertising which creates good will for a business, or its products or services, but that many large advertisers have been abusing the privilege and have claimed as operating cost "the price of advertising that is pure political propaganda."

Rep. Ramsey said he does not want to interfere with legitimate institutional advertising, but he says it is "immoral" when the cost of a political activity is "passed to the taxpayers."

"Propagandists have no moral right to shift the cost of their efforts to taxpayers who may disagree with them," he contended.

His proposed bill has not been written yet.

National Biscuit Co. Boosts A. N. Duffy to Sales Head



Arthur N. Duffy

Arthur N. Duffy, Atlantic division sales manager, has been promoted to director of sales for National Biscuit Co., New York.

Mr. Duffy originally joined the company as a clerk in its Kansas City sales branch, becoming assistant office manager two years later and then office manager. In 1924, he became a special salesman and served in managerial positions in Tulsa, Oklahoma City, Fort Worth and Houston, and was appointed district sales manager with headquarters in St. Louis in 1931, remaining there eight years. He then became district sales manager in the Pittsburgh area and in 1947 was appointed sales manager of the company's Atlantic division.

Seamprufe Appoints Katz

Seamprufe Inc., New York manufacturer of lingerie and hosiery, has appointed Joseph Katz Co., New York, as its agency. Alfred J. Silberstein-Bert Goldsmith, New York, formerly serviced the account.



here is a sure one!

Pontiac has all six of these services available under one roof and one management. Individually or collectively they are the product of a company skilled in helping you meet production problems and deadlines.



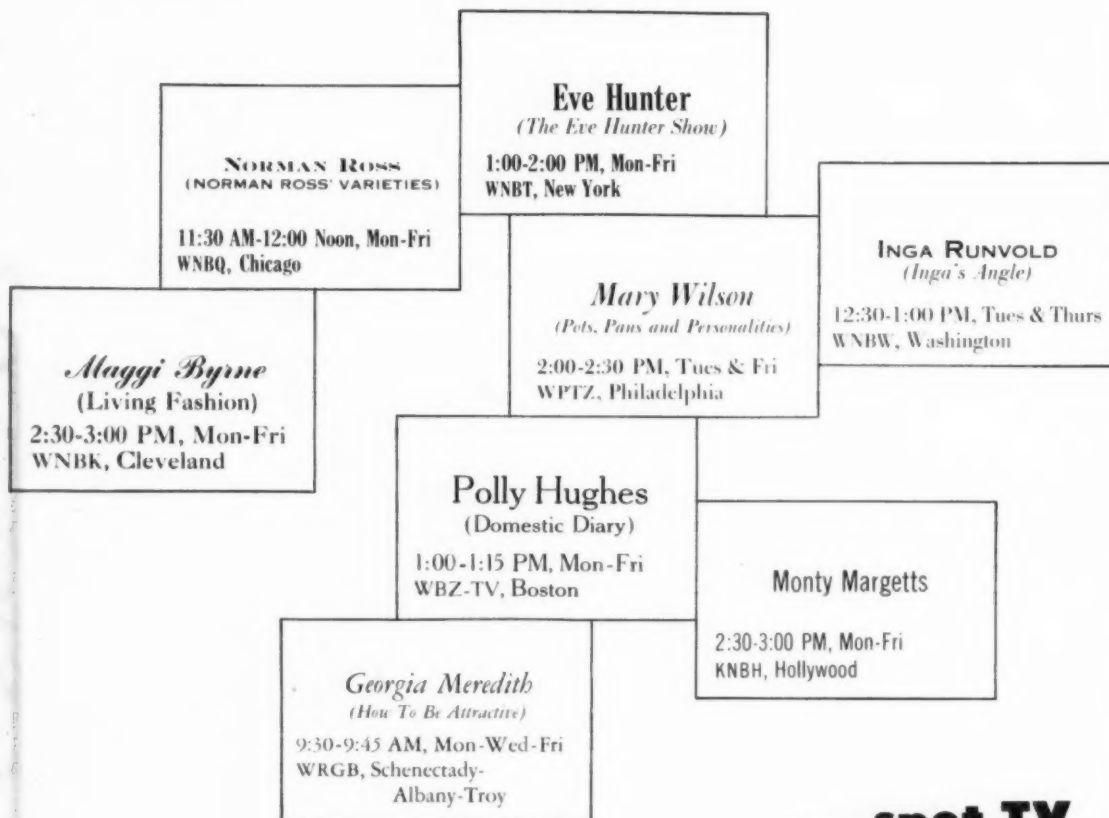
CALL OR WRITE AND LET US TELL YOU MORE ABOUT THE WAY PONTIAC CAN HELP YOU!

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... spot TV opens her door - and sells!

With these calling cards, you get a personal introduction to the large daytime woman's audience in the 7,456,000 TV homes in eight of the nation's largest markets . . . via the top-ranking woman's programs.

These eight great salesmen-entertainers are welcome guests in your customers' homes. Experts in their respective fields . . . fashion, decoration, cooking, beauty, etc . . . they're all entertainers. Their product endorsement is the go-ahead-and-buy signal for thousands of eager shoppers.

There's a place for you on any one or all of these top loyal-audience programs. Your nearest NBC Spot Salesman will be glad to tell you how inexpensive they are . . . how solidly they can deliver your sales message for you.

NBC SPOT SALES

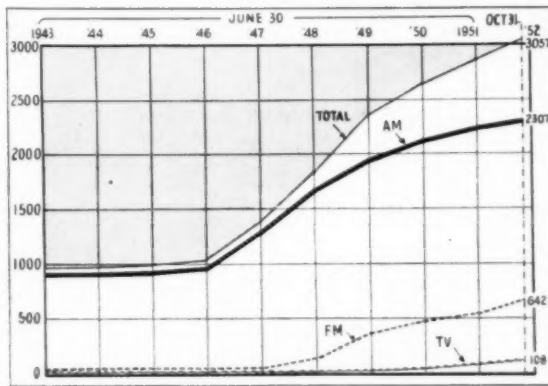
New York Chicago Cleveland San Francisco Hollywood

Advertising Age

Advertising Age turns the spotlight on the broadcasting industry in this special report on radio and TV—what has happened to them since 1950 and where they are headed

THE NATIONAL NEWSPAPER OF MARKETING

Number of Stations on the Air



Source: Federal Communications Commission

The Glamor Begins to Wear a Bit...

TV Is Still the Toast of Ad Row But the Price Gets Closer Scrutiny

NEW YORK, Dec. 7—Television is still the darling of advertising, but indications are that it will be facing closer scrutiny in the months to come.

The big question in TV's future is when new stations will be permitted to get on the air to give advertisers a measure of relief from the dual headaches of mounting time costs and station clearance difficulties.

Washington sources expect the freeze to be lifted early next year and a number of new stations to be under construction before 1952 ends.

Meanwhile, sponsors are having to pay an increasingly high admittance fee to get into the living rooms of that portion of the country's homes—approximately one-third—which are reached by video.

Since most one-channel city stations are affiliated with more than one network—and many of them with four—revisions for such stations mean a higher fee for all network sponsors.

Among the stations which have already revised their basic hourly rate upward are: WAFM-TV, Birmingham, from \$300 to \$400 as of Jan. 1; WBKB, Chicago, from \$1,600 to \$2,000 as of Dec. 1; WHIO-TV, Dayton, from \$525 to \$675 as of Nov. 1; WJBK-TV, Detroit, from \$1,000 to \$1,500 as of Dec. 1; WMBR-TV, Jacksonville, from \$300 to \$400 as of Jan. 1; KNXT, Los Angeles, from \$1,500 to \$2,000 as of Dec. 1; WTMJ-TV, Milwaukee.

(Continued on Page 96)

Broadcasters' Groups Gained Strength in '51

Functions of NARTB Clarified; BAB, RTMA, Affiliates Group Active

NEW YORK, Dec. 5—Broadcasting interests over the years have been represented by various bodies on various fronts. Currently, the several segments—TV, FM and AM stations, and the manufacturers of receivers—have at least three strong organizations through which they can act.

These groups, all now on solid ground and serving distinct functions, are the National Assn. of Radio & Television Broadcasters, Broadcast Advertising Bureau and Radio-Television Manufacturers Assn.

Also, AM broadcast stations have since last spring acted together on network problems through a new Special Affiliates Committee. This vigorous organization of independents has been highly vocal in opposition to reorganization of 'network radio.

NARTB

The National Assn. of Radio & Television Broadcasters has made a strong bid during the past year for the allegiance of TV broadcasters who were flirting with the idea of setting up separate representation. Under the direction of Harold Fellows, who came here from WEEL, Boston, in mid-year, to take the NARTB presidency, the organization has split TV activities from other operations and given TV a separate board of directors.

(Continued on Page 64)

Radio: Still Lively, Faces Big Problems

CHICAGO, Dec. 6—The radio industry has undergone a minor revolution since 1950.

The changes don't show on the surface, of course. The same stations, with a few exceptions, are still broadcasting. The same networks are still operating and most of the same people are still selling and buying time.

But a closer look turns up some important differences. For example:

1. An advertiser has more latitude than ever before in buying network stations. He can, in fact, buy almost any combination of stations he needs to do an advertising job, and for almost any period of time.
2. Rates are down. Columbia Broadcasting System last spring cut nighttime network rates about 10% and National Broadcasting Co. and American Broadcasting Co. made comparable reductions.
3. A number of important advertisers have returned to network radio after a fling in television.
4. There are 1,200,000 more radio homes today than there were a year ago.
5. Talent frequently was sold

below cost a year ago. It still is, in many cases, but the new gimmick seems to be the "bonus" station—circulation the advertiser doesn't have to pay for.

6. National advertisers today are more than casually interested in early morning time slots, while there is less interest in the evening—or even afternoon—hours.

There seems to be a new spirit in the business. The men who sell time appear to have more confidence in radio's value as an ad medium than they did a year ago. And, while advertisers and agencies were willing only to listen to a pitch about AM a year ago, they now are willing to buy—if they are offered the right time and show at the right price.

Radio people, in fact, are generally more optimistic about AM than at any time since the growth of television was first accepted as an inevitable development.

Possibly the single most heartening influence was the return to network radio of several national advertisers who previously had used radio but who abandoned it in favor of TV a year or two ago.

(Continued on Page 56)

Can FM Sets Be Sold? Stations, Dealers, Manufacturers Plan One Last Big Attempt

WASHINGTON, Dec. 6—Broadcasters, manufacturers and dealers are joining next month to see if they can find the answer to that perennial puzzle, "Can FM sets be sold?"

Throughout the postwar period, station operators have been charg-

ing that manufacturers have failed to exploit a potentially valuable market.

Manufacturers, on the other hand, have taken a "you've got to show us" attitude.

Whatever the truth may be, six years after World War II the total production of FM sets has amounted to only 8,300,000. Instead of developing into a bright new system of broadcasting, FM spawned about 650 stations and then came to a virtual standstill.

The forthcoming test of FM sales was worked out by the National Assn. of Radio and Television Broadcasters and the Radio-Television Manufacturers Assn. to determine whether or not FM is being sold short.

Tests will take place in three territories where FM is particularly strong—the states of Wisconsin and North Carolina and the District of Columbia.

On Jan. 21, broadcasters, manufacturers and dealers in North Carolina will launch a promotion drive keyed to the theme: "Widen your range of home entertainment." A similar promotion will start in Wisconsin on Feb. 4 and in the District of Columbia on March 1.

Through RTMA, manufacturers have agreed to provide special spot announcements and point of sale material promoting program service rendered by FM.

Broadcasters will provide dealers with schedules of "FM only" programs, and will carry promotion spots supplied by the manufacturers.

All three test areas are considered strong FM regions. Failure (Continued on Page 81)

Highlights of Broadcasting News

Although the radio industry looks pretty much the same as it did last year, the radio pulse is faster and the medium is apparently feeling healthier. There are some big problems ahead, however. AA surveys the industry, its current status and recent trends . . . Page 49

Television is the glamor medium of advertising, but advertisers and agencies are beginning to ask new questions about TV, its cost, its programming and policies. AA's stethoscope records some interesting facts about the TV heartbeat in a story beginning on . . . Page 49

Television's effect on sports attendance and the hot breath of the anti-trust lawyers have got sports promoters in a dither—and the NCAA has not exactly endeared itself to football fans . . . Page 52

Radio and TV researchers continue trying to shout and outfigure each other, but any test to find out which of the many services is more accurate or reliable still remains undone . . . Page 54

All counties in the U. S. that now can receive telecasts and the relation of these counties to the country's marketing centers are shown in two large maps on . . . Page 62

The housewife's age, the family head's type of work and a number of other factors have an effect on the composition of the daytime TV audience. Videodex reports . . . Page 86

A. C. Nielsen Co. reports many new facts on radio-

television usage trends. Among other things, radio usage this year is down from 1950 but still 7% over 1946 . . . Page 92

"Pay-as-you-see" television systems still think they have the answer to meeting TV's high cost, but they haven't gotten the nod from FCC. Meanwhile, theater TV has a successful experience with prize fights . . . Page 104

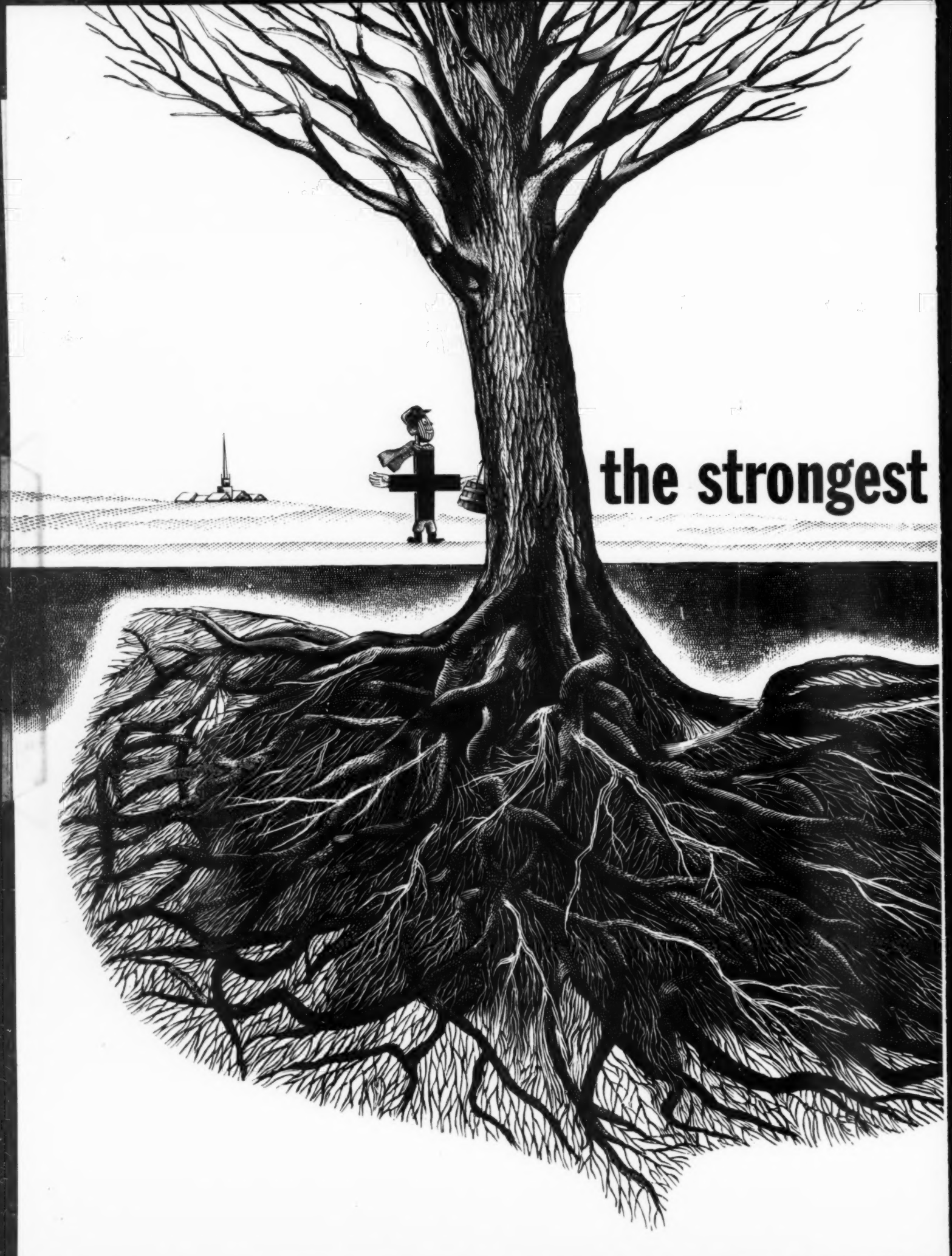
Perhaps the most exciting thing being done in radio today is the work undertaken by Radio Free Europe, a privately financed organization that has set out to beam the truth to nations behind the Iron Curtain . . . Page 107

RADIO SUCCESS STORIES

Breyer Ice Cream Co.	60	Ann Palmer Baker-ies	113
General Electric Co.	94	Kohler-MacLister Paint Co.	82
D-Con Rat Killer	102	American Stores Co.	77
Nic-L-Silver Battery	112	Preferred Ins. Exchange	81
Farm Bureau Mutual	95	Pontiac Division, General Motors	111
McClure Furniture	112	Standard Oil of New Jersey	79
Morton Foods	103		
Western Appliance	77		

TELEVISION SUCCESS STORIES

Consolidated Edison	88	Bonafide Mills	106
Descoware Utensils	73	Phileo Corp.	61
Snow Crop Markets	63	Products Advertising Corp.	52



the strongest

It takes *roots of a different kind*, for the youngest tree in the grove to become the largest of all.

Mutual, largest of all radio networks for the past 12 years, owes its stature to a unique root-structure: 552 affiliated stations in 48 states—nearly twice the size of the next-largest network.

During the heavy weather of the past three years, the penetrating grip of these roots has provided Mutual clients with plus-benefits available in no other medium.

root-structure in all advertising



To present and prospective clients, Mutual promises an ever-greater yield from this thriving root-system.

(Already, Nielsen reports more family-listening to sponsored shows on MBS, 1st 3 months of '51 vs. '50.)

To the individual stations that make this promise possible, Mutual pledges ever-stronger network service. (We are now adding 10 M-G-M all-star shows, full network, 6 evening hours every week, starting December, '51.)

And to other networks lately engrossed in plans for adoption of the Mutual pattern, we offer all good wishes. (All rights reserved, however, on *unmatchable combination* of MBS plusses: flexibility, economy, TV-resistance, etc.)

THE 552 AFFILIATED STATIONS OF
the mutual network

Controversy Still Rages as ...

Television Makes Sports Moguls Fret About Attendance, Anti-Trust Suits

CHICAGO, Dec. 6—American sports—both amateur and professional—are experiencing one of the roughest years they have had since the early 1930s, when teams played to half-filled stadiums.

But attendance losses were not the major problem in 1951, although some sports—ice hockey, in particular—were suffering from much slower traffic at the turnstiles.

To TV-or-not-to-TV once again was the big bugaboo in virtually every major sport, with the possible exception of baseball, and even here the minor leagues still complained that televising of major league games in their area was ruining the box office.

The U. S. government added considerably to the woes of sports moguls during the past year.

Congress threw a scare into baseball men by launching an investigation into the game's sacrosanct reserve clause, with a view to finding out if it was in violation of the anti-trust laws for teams to join together to keep players in "peonage," as claimed by some of the clause's detractors. When it adjourned last month, Congress had not yet taken any action on its findings.

The government—this time the Justice Department—also instituted anti-trust action against the National Football League and its member teams, and this time radio and television were at the nub of the problem.

In its suit, the outcome of which may well start similar suits in other sports, the Justice Department charges the NFL and its teams with restraint of trade in limiting broadcasting and telecasting of professional football games.

The suit came as somewhat of a surprise, both to the NFL and to the sports world in general, particularly because of the widespread criticism that had been voiced against the National Collegiate Athletic Assn. and its "controlled blackout" experiment for televising college football games.

Stan Cohen, AA's Washington editor, reported several weeks ago (AA, Nov. 19) that the "Justice Department's anti-trust division was downright sheepish when asked last week how it reconciles anti-trust prosecution of pro football with its laissez faire attitude toward NCAA's 'controlled experiment' with college football telecasts."

"The Justice Department admitted it had conferred with NCAA before the controlled experiment was arranged, but insisted there was no 'green light.' Officials say the pro football case is a 'test.' If

it sticks, other limitations on sports telecasts are to be prosecuted."

NCAA's biggest headache came early last month, when irate Washington, D. C., football fans—including some influential government officials—as well as fans in Detroit, raised such a rumpus that NCAA lifted its blackout ban in those two cities for the Notre Dame-Michigan State contest.

No college games were scheduled in the Washington area that day, and both NCAA and National Opinion Research Center, Chicago, which is conducting the controlled experiment for the association, were unable to offer a logical explanation for the Washington "blackout."

An interesting sidelight to the Notre Dame-Michigan State controversy was the "bootlegging" of the game by Station WKZO-TV in Kalamazoo. Blacked out of the station lineup as part of the NCAA plan, and denied the special permission granted to Washington and Detroit stations (although Kalamazoo is considerably further removed from the game site than Detroit is) the station simply went ahead anyway and used its own relay equipment to make the pickup.

As yet, neither NCAA or National Broadcasting Co., which carried all NCAA-okayed games, has taken any action against WKZO-TV, a CBS affiliate.

Two weeks ago, the sports committee of the Radio-Television Manufacturers Assn. also blasted NCAA's big test of football telecasting, saying it doubted the test will prove very much.

And the Department of Justice said that even if NCAA were to prove that TV hurts attendance, there probably isn't anything legal that NCAA can do about it.

Still another group, the National Assn. of Radio & Television Broadcasters, claims that telecasts built football gate receipts to alltime peaks, and have done the same for baseball.

"Those major league teams which televised their home games regularly enjoyed an increase in attendance in 1951," NARTB said. "Those which restricted games televised or which did not televise showed a substantial loss compared with 1950."

"Team performance continues to be the determining factor in paid admissions."

The Justice Department already has scared organized baseball into dissolving centralized control over TV and radio.

The Department's attitude in all (Continued on Page 108)

WOC 311-6-1.

NCAA FOOTBALL STADIUM STUDY FOR COLUMBIA - BROWN GAME

We are trying to find out something about football fans, who they are, where they come from, etc., and would greatly appreciate your answering the following questions.

- How much interest would you say you take in college football?
 - Very great interest ()
 - Quite a bit ()
 - Only a little or none ()
- Was your ticket to the game bought in advance or on the day of the game?
 - In advance ()
 - Day of game ()
 - Don't know ()
- How many college football games did you attend in 1950?
 - A. How many high school games did you attend in 1950? _____
 - C. How many professional games did you attend in 1950? _____
- Please list any other college football games you have attended this year (1951)
 - Greater ()
 - About the same ()
 - Less ()
- Would you say your attendance at college football games during 1950 and 1951 was greater, about the same or less than the 1947 and 1948 seasons?
 - Greater ()
 - About the same ()
 - Less ()
- If greater or less, why? _____
- Do you happen to own a radio or television set?
 - Radio ()
 - Television ()
 - Neither ()
- If you own a television set, how long have you owned one? _____
- How clearly do you receive the following channels?

Channel Number	2	3	4	6	10	11
Very well						
Only fairly well						
Poorly						
Not at all						
- Have you watched any football games on TV this year?
 - Yes ()
 - No ()
- If "YES" Which ones? _____
- If "YES" Were any of these post-game telecasts? Which ones? _____
- Did you see any of these telecasts in a movie theater?
 - Yes ()
 - No ()
- Are you a student or alumnus of the
 - Student ()
 - Alumnus ()
- Home school ()
- Visiting school ()
- Neither school ()
- For purposes of classification, we would like to know:
 - A. Your approximate age: _____
 - B. Your sex: Male () Female ()
 - C. Your occupation: _____
 - D. Location of your residence: _____

Sponsored by COLUMBIA UNIVERSITY

NCAA SURVEY—This questionnaire is part of a three-pronged football survey being conducted for the National Collegiate Athletic Assn. by the National Opinion Research Center. The questionnaire is one of the means NCAA is using to discover who the audience is composed of at home football games. Nineteen schools are cooperating in this phase of the survey, some of whom are supplementing the questionnaire with additional phone and alumni surveys of their own. In all, roughly 100,000 sports fans are involved. A complete report is expected to be made at the upcoming NCAA convention.

Products Ad Corp. Stays in Big-Time TV, Does It on Relatively Modest Budget

NEW YORK, Dec. 5—Keeping up with the big-budget, high-rated TV shows when you've got but a relatively modest sum to shell out is quite a feat—but Products Advertising Corp., the advertising agency, has been able to do just that with "Cavalcade of Stars" and "Cosmopolitan Theater," seen over DuMont.

These two shows get along fine on budgets that run to perhaps \$11,000 and \$12,000 a week (excluding time—and DuMont's time rates are comparatively low) because the producer, Milton Douglas of Products Advertising, watches the pennies.

AA was told that Mr. Douglas doesn't pay big money for his stars or other performers, and "he doesn't spend \$3 for an empty Coke bottle, needed as a prop, when he can buy a Coke for a nickel."

"Stars," an hour variety show featuring top acts, was the medium which launched Jack Carter, Jerry Lester and Jackie Gleason on their way to TV stardom. Both Carter and Lester have been signed since by NBC. Gleason, whose contract with "Stars" expires at the end of next June, has signed a six figure contract with CBS.

Now, some grateful headlines make return appearances on "Stars" for considerably less than their current asking-fees. For a guest shot elsewhere, Gleason, emcee of "Stars," reportedly gets three times the amount he draws on that show.

"Stars" was a complete sell-out with drug manufacturers from the outset (June, 1949), which was a major reason why the "Stars" idea was expanded in January, 1950, when "Cavalcade of Bands" was born. "Bands," which handed the advertiser overflow, was—like the parent show—an hour long and the format was much the same except

for the addition of a name band.

"Bands" continued until about two months ago, when it was dropped and "Cosmopolitan Theater," a live dramatic attraction, substituted. This latter show gets its name from *Cosmopolitan*, which plugs it in its pages. The TV show dramatizes stories which appear in the magazine.

Its predecessor, "Bands," was given up after its viewer rating dropped lower and lower and it became apparent to all concerned that people weren't much interested in that type of offering.

Both current shows now are carried on 25 stations, and claim 77.3% of the TV circulation in those 25 markets.

The current list of advertisers on the two shows reads like this: Heed spray deodorant, Tintair, Serutan (on "Stars" only), Personna blades, Luden's cough drops, Johnson & Johnson surgical dressings, Pepsodent toothpaste, Clor-et's chlorophyll gum, and R-D-X reducing tablets (via "Cosmopolitan" only).

The long-time sponsors in this roster are Heed, Johnson & Johnson and Serutan, which were in the original list back in 1949.

"Stars" is presented on behalf of the "Druggists of America," while "Cosmopolitan" credits chain drug stores in 20 cities. The drug maker advertisers, who pay the tab, alternate on the two telecasts. Four products are billed on each every week. Commercial position is rotated from week to week. The retailers pay no money for the shows, but give the manufacturer-sponsors good position for their point of sale material.

While there no longer is any waiting list of manufacturers anxious to become sponsors on the shows, both "Stars" and "Cosmopolitan" apparently have no difficulties in this direction.

75% of U. S. AM Stations Made a Profit in '50

WASHINGTON, Dec. 6—More than 75% of the nation's radio stations operated at a profit in 1950, according to a report compiled by the National Assn. of Radio and Television Broadcasters.

The annual analysis, prepared by Richard P. Doherty, director of employer-employee relations for NARTB, showed that the average expenses of stations were up slightly in 1950. However, for the industry as a whole, the operating ratio appears to have declined slightly, in contrast to the trend of the last five years. This shift is a result of higher income rather than lower costs.

Local and regional stations, and especially stations in medium-size markets or smaller, did very well, while revenue of stations in large cities was a bit under the 1949 level.

Mr. Doherty believes that the 1951 profit picture will be about as good as the 1950 version, although costs probably will continue upward. He pointed out, for example, that while station revenue has tripled in the last decade, labor costs are up about 500%.

According to the analysis, it is almost impossible for a radio station to operate profitably with revenue of less than \$45,000 a year. As a matter of fact, almost 80% of stations with less than \$50,000 in revenue are losing money.

The average income of a radio station can be broken down in the following manner:

A. By Station Size			
Local (250w)	\$109,279		
Regional (500-5,000w)	279,681		
Clear (10,000-50,000w)	904,896		
B. By City Size			
Small (under 50,000)	\$115,689		
Medium (50,000-250,000)	288,120		
Large (above 250,000)	579,604		
C. By Station Size and Section of U. S.			
Station Class	Northeast	Southeast	
All stations	\$325,532	\$217,503	
Local	123,843	94,230	
Regional	349,554	256,077	
Clear	1,360,943	689,400	
North South Mountain.			
Sta. Cl. Central	Central	Pacific	
All	\$293,487	\$198,764	\$199,239
Loc.	124,054	92,232	104,534
Reg.	338,724	234,849	221,385
Clr.	1,251,319	590,654	593,993

Although radio broadcasting income had been declining steadily since 1944—the industry's peak income year—the trend was reversed sharply in 1950, when total income before taxes increased one-third.

According to the Federal Communications Commission, total 1950 AM and FM revenues (time sales plus other revenues) were \$447,700,000—the highest on record. This figure, plus an estimated revenue for TV networks and stations of \$105,800,000, put the total industry revenues over the half-billion dollar mark for the first time.

Network business has remained virtually constant during the past few years, and the 7.8% increase in aural broadcasting revenues was primarily a result of increased spot and local business.

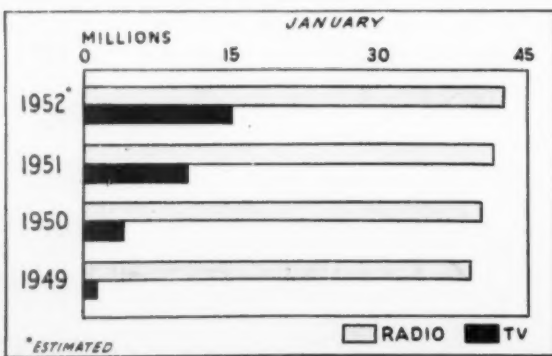
As in past years, almost all of the FM-only stations operated at a loss.

Mac Ward Joins ABC Sales

Mac Ward, formerly with the Columbia Broadcasting System radio sales department in Chicago, has joined the Chicago radio sales staff of American Broadcasting Co.

Number of AM and TV Sets

Based on A. C. Nielsen Co. Data



Owners of Private Canadian Radio Stations Still Hope for a Change

NEW YORK, Dec. 4—Probably the most notable event of the year in Canadian broadcasting was the long-awaited report of the Royal Commission on National Development in the Arts, Letters and Sciences, which was turned in last summer, and which found—on a split basis—for the present system of governmental control and operation, and asked an increased grant of money for the Canadian Broadcasting Corp.

Private broadcasters—who operate 133 of the 152 stations in the Dominion—had hoped for the establishment of a separate regulatory body, feeling that the Canadian Broadcasting Corp. (which now grants licenses) has too many aspects of umpire combined with competitor. They had at least the solace of a minority report by Dr. Arthur Surveyer, the commission's only business representative, who agreed with them.

At present, a Parliamentary committee is reviewing both the Canadian Broadcasting Corp.'s annual report and the recommendations of the commission. Private broadcasters last week presented a 160,000-word brief asking an end to many restrictions (AA, Dec. 3).

■ Besides the 152 AM stations in Canada, there are 37 FM stations, five owned by CBC. Of the 32 privately-owned FM outlets, only two are entirely FM, and one of these has asked permission to suspend operation. In Canada, as in the U.S., FM seems to be moving slowly down a dead-end street.

There were no notable changes in the ownership of stations in the past year, the Canadian Assn. of Broadcasters reports, and the government has announced that it will grant no additional radio station licenses in the Dominion.

However, Canadian stations—which as yet have no TV competition except from U. S. border cities—reported a good year, with the CAB estimating that gross billings for all stations will hit \$20,000,000—up 8% from 1950's actual total.

■ Nor does TV competition seem likely to develop in the immediate future and, as it does, it probably will be lodged in the governmental corporation's hands. At present, the CBC has granted licenses for Montreal and Toronto, and has given no indication of when or if it intends to license privately-owned telecasters. The two CBC television stations—originally to be completed in 1951—were due to begin operation in the spring of next year, but materials shortages may delay the debuts. Before the CBC are applications by 12 private stations for TV licenses.

The CAB reports estimates of the Radio Manufacturers Assn. of 55,000 TV receivers in Canada, largely located in Windsor and Toronto, and cities in the Niagara Peninsula which can pick up Buffalo, Cleveland and other U. S. cities. There also are a few sets in Vancouver.

■ The royal commission's report emphasizes some of the difficulties in the Dominion. Two AM networks, the Trans-Canada and the French, use the services of 56 stations—yet one New York City station reaches a population equal to that of all of Canada. Britain requires 975 miles of landline to reach a 50,000,000 population, but Canada requires 15,000 miles of lines to provide service for 14,000,000.

Moreover, the population lives in six time zones, the dual languages require separate network

maintenance, and the proximity of the U. S.—where millions of dollars have been spent on big-budget shows—has encouraged Canadians to have "somewhat expensive program tastes."

Now, translating that situation into television raises additional problems. While CBC figures that a TV station which doesn't originate programs could be built for \$250,000, a fully-equipped station would cost about \$2,000,000, and TV network facilities are figured at \$35,000,000-\$50,000,000.

■ Nowhere in the report is there any indication that the U. S. system of television has much chance

of adoption. The royal commission's report deals extensively with the dangers of "cultural annexation," and while some American shows are admired, they "will not serve our needs."

The object of the Canadian system of broadcasting is defined as "national unity and understanding and education in the broad sense," and there seems no doubt that TV, when it comes, will be essentially a Canadian product, drawing such

shows from the U. S. as it desires, and controlled by the Canadian Broadcasting Corp.

In this respect, of course, TV will differ from AM. There were some 70 radio stations operating in Canada in 1932, when the Canadian Broadcasting Act became law and set up the CBC. Pioneering in radio was done by private broadcasters.

■ The private broadcasters still

31 STATES Salesmaker to the Central South

At 7:00 P.M. Saturday, September 29, Jefferson Island Salt made a one minute free picture offer. This one spot announcement drew the incredible total of 24,984 replies. The mail came from 31 states. This is, so far as we know, an all-time mail pull record for a single announcement — further proof of the pulling power of WSM advertising.



WSM + 1 MIN. = 24,984 LETTERS FROM 31 STATES



**CLEAR CHANNEL
50,000 WATTS**

IRVING WAUGH
Commercial Manager
EDWARD PERRY & CO.
National Representative

TDW:AY

How the Top-Rated National TV Shows Varied in 20 Separate Markets in October, According to Videodex

	Rating	All	Bal	Bos	Buf	Cha	Chgo	Cin	Cle	Col	Day	Det	LA	Mil	NY	Phi	Pit	Stl	Tel	Wch	
Texas Star Theater (NBC)	55.8	46.1	53.5	56.7	72.4	70.1	52.1	58.7	39.5	51.9	45.1	54.8	52.8	46.7	64.8	58.7	57.8	63.9	68.0	67.1	47.5
Red Skelton (P&G, NBC)	42.0	26.6	45.1	40.1	...	41.3	58.9	42.5	35.0	40.6	...	45.3	51.0	42.2	59.4	30.2	39.1	...	54.2	53.3	32.4
Talent Scouts (Lipton, CBS)	41.8	31.8	47.4	49.6	43.5	34.3	49.7	49.4	...	51.5	44.1	...	49.5	48.1	35.5
Your Show of Shows (Sever, NBC)	39.4	29.5	38.2	52.5	63.3	47.7	45.1	32.4	38.0	31.0	32.3	32.3	32.9	11.8	57.3	44.9	34.7	17.6	55.4	32.4	30.3
Godfrey and Friends (Chesterfield, Toni, CBS)	36.9	34.9	42.2	32.8	65.3	59.8	38.6	23.3	44.6	35.3	35.3	41.0	35.5	6.0	...	36.3	40.0	...	24.1	61.4	23.0
Philo Playhouse (NBC)	36.4	22.2	31.6	44.2	62.9	39.1	37.1	31.0	38.5	30.5	36.1	40.5	34.2	7.0	62.3	35.3	34.0	...	56.3	59.6	23.4
Fireside Theater (P&G, NBC)	34.8	40.5	30.7	46.4	66.9	30.4	34.6	31.8	33.0	27.7	17.9	34.5	26.8	11.4	60.9	35.2	37.3	...	63.4	62.0	21.7
World Series (Gillette, NBC)	33.9	35.6	31.4	19.5	45.3	61.1	29.7	39.0	25.1	29.4	...	38.5	33.2	31.4	41.7	32.0	33.3	47.1	45.0	46.7	30.5
Toast of the Town (Lincoln-Merc, CBS)	33.8	...	30.7	32.2	27.7	20.1	32.6	33.9	16.4	28.8	26.3	33.7	28.3	62.1	23.5	61.0	20.8
You Bet Your Life (DeSoto, NBC)	33.6	46.0	29.6	46.1	...	51.7	26.0	29.6	24.8	27.7	...	25.2	26.8	30.0	37.6	30.8	23.7	31.3	32.3
Mama (Gon'l, Foods, CBS)	32.9	19.4	36.6	43.9	68.6	54.3	29.2	12.4	34.7	18.2	21.0	24.0	30.4	3.1	32.0	34.7	27.1	46.5	55.0	...	21.3
Kraft TV Theater (NBC)	32.3	12.5	19.8	38.0	62.6	...	18.3	32.0	35.5	19.1	30.1	26.6	25.1	36.7	24.9	26.8	...	57.9	54.4
Comedy Hour (Colgate-Pal. Peet, NBC)	31.3	31.0	28.9	34.5	60.9	52.4	27.3	32.2	32.0	22.8	38.5	30.6	27.4	8.6	57.9	27.6	25.2	...	52.5	...	20.5
All Star Revue (Various, NBC)	30.9	17.9	18.4	42.7	59.0	...	23.6	23.9	26.7	23.4	6.8	24.4	22.4	11.8	59.6	34.9	26.5	39.4	56.1	...	49.3
Big Town (Lever Bros, CBS)	26.8	27.8	24.4	28.6	52.2	24.0	...	29.3	21.9	29.1	27.1	21.1

*Dallas only for Godfrey and Friends, Fireside Theater, Toast of the Town, Mama and All Star Revue. Fort Worth rating for All Star Revue is 7.5.

provide the backbone of Canadian AM, as their numbers would indicate, but they are unable to form their own networks (as they would like to do) or to affiliate with American stations and networks. In fact, not even the minority report of the commission went along with these notions.

On the other hand, the CBC draws fairly heavily on U. S. radio fare. Last year, 30 U. S.-originated, sponsored shows were carried by CBC, ranging from "Lux Radio Theater" to the Roy Rogers show, and this total includes four shows which were added—"Tums Hollywood Theater," "Hollywood Stars on Stage" (Ronson), "Stars over Hollywood" (Carnation), and "Double or Nothing" (Campbell's Soup).

While radio billings were rising to \$20,000,000, private broadcasting stations were averaging about 70% commercial, 30% sustaining time. On networks, the figure is disputed—CBC figures 21.8% of its network shows are commercial, but many private broadcasters feel

the percentage could be safely doubled.

In its annual report (CBC's fiscal year ends March 31) this year, the corporation reported a deficit of \$1,271,874, or about five times the deficit of \$243,746 in the previous year. Rising costs and the fixed set license fee were blamed for the increase. The license fee, CBC's chief source of revenue, has been unchanged since 1939. Its annual report urges an increase in fees, but the royal commission's finding was not for increased fees but for more efficient collection.

Revenues from these fees reached \$5,571,991 last year, or about 58.2% of CBC's gross revenue. Commercial broadcasting (60% of which originated in Canada) accounted for 25.7% of revenue, and increased \$96,943, to \$2,463,344.

In the year, the corporation sent 74,231 programs (23,862 hours) over the three networks, with the Trans-Canada net carrying 68.3% of the hours, the French network

22.3% and the Dominion network 9.4%. The networks carried 2,921 hours of American shows, 525 from the British Broadcasting Corp., and CBC sent 109 hours of programming to the U. S.

The Canadian scene for advertisers continues to be a comparatively undisturbed one. The Bureau of Broadcast Measurement continues to function—unlike its U. S. counterpart—and 90% of Canadian stations are members. Using a representative sample of 47 stations, the Canadian Assn. of Broadcasters discovered that their BBM ratings had increased 53.2% in 1950 over 1946, a rise roughly paralleling the increase of radio homes in Canada in the same period.

Further, the basic one-time hour rate for time on these stations had increased by only 13.1% in the same period, and the stations' 1951 rate cards are up only 20.5% over 1946.

Pat Freeman, who is CAB's director of sales and research, fig-

ures that radio stations have increased their circulation more and their rates less than any other Canadian medium.

Mr. Freeman also found that 18 of the 47 stations had the same basic rate in 1950 as in 1946, and that 12 have the same rate today as they did five years ago. Extending his sample to 76 stations operating in 1946, he found that 34 of the 76 had the same rate in 1950 as in 1946, and that 22 of these have the same rate today.

Researchers Make Claims, Counterclaims But No Over-all Ratings Test Is in Sight

NEW YORK, Dec. 6.—Broadcast research continued to be a hot subject during 1951. Advertisers based their claims on it, when pressing for "more realistic" radio rates, meaning lower ones. Broadcasters based their claims on it, arguing that the rates were more than fair. Programs were conceived and canceled because of research, but no one could say with certainty that the research on which he based his opinion was the best available, or that it really provided the answer to his questions.

The big squabbles of the previous year over conflicting ratings continued, but no industrywide project was in the making to determine which of the many services was more accurate, or more reliable. There were more rating services to choose from at year's end than at the beginning, which seemed to indicate that advertisers' search for answers would continue to unearth more savants, and would widen the field of conflict.

The radio and TV research business had hummed all through 1951, but most of the motion seemed to have been lateral.

The big project of 1950, the evaluation of rating services by a competitive test as proposed by KJBS' Stanley Breyer, never came about. The committee pondered the problem and produced some recommendations, but without the \$140,000 which the group thought the study would cost, none of them have been activated.

Several months after the committee handed in its report, which advocated three projects, C. E. Hooper announced that he would finance a study separately to show why there were contradictions in the rating business. But Hooper's plan apparently lay in analyzing past reports, not in future, independent research.

As 1950 drew to a close, BMB was drawing its last breath, despite earnest efforts of some advertisers and agencies to revive it. This year Dr. Kenneth Baker announced the formation of a new service which would undertake the same function—the establishment of radio circulation as opposed to ratings of share of audience.

The Baker company is Standard Audit & Measurement Services and it took over the BMB list, in exchange for servicing the remnants of the defunct bureau's second study.

Actually, circulation was becoming radio's golden word. When the pressure from advertisers made the networks slice their rates, a per-

Finally, Mr. Freeman notes that Canadians have bought about 4,250,000 radio sets since the end of the war—in a country with only 3,500,000 homes. This compares with about 75,000 TV homes—mostly in Ontario.

The result of this radio concentration still makes an interesting comparison with the U.S.—Canada averages 100,000 people for each AM station, whereas the U.S. has an AM station for every 60,000 people.

sistent wailing arose from the stations.

For the first time, perhaps, the full implications of the rating system were made plain—if your ratings were slipping, your time wasn't worth what it used to be. And the whole field of audience analysis got a going-over from radio management unlike any previous examination.

"We've been suckers," one station manager told an AA reporter. "We sold on a rating basis for a long time, competitively against other stations, and generally in projecting the size of audience available to our advertisers. But we undervalued our medium in the process, and we've just got to get back to some equitable standard of comparison with other advertising media. I think circulation's the answer."

Accordingly, whenever a research man mentioned the possibility of research which would measure the impact of (say) television on all media, he had the attention of all radio men. In fact, when the formation of Standard Audit & Measurement Services was announced, Frank E. Pellegrin, v.p. of H-R Representatives, hastened to point out to Paul Moroney, WTIC general manager who headed a rump group of network affiliates, that comparable measurement of all media was the crying need of the industry.

"We will be digging radio's grave deeper than ever," he forecast gloomily. "We will be fostering and financing another of those research services which have put radio in the tight spot it is in at present... doing nothing to undo the harm they have already done, or to supply the obvious deficiencies in comparable research among all media."

C. E. Hooper, whose ear is keenly attuned to the rumblings in the radio field, has already announced that he is testing a "Media Meter," and has clients for one-city, one-survey tests, pending expansion to national scale, which will examine the attention given to all media.

A. C. Nielsen also has indicated the feasibility of the project, pointing out that since he examines a cross-section of homes regularly for listening, viewing and purchasing data, it would be possible to add readership information.

That advertisers and agencies are interested in the development of this data is certain; whether they will pay the costs—which will be substantial—remains to be seen.

THERE'S NOTHING BETTER THAN...

FIRST PLACE!

HOOPER RADIO AUDIENCE INDEX, OCTOBER, 1951

	KOWH	Sta. "A"	Sta. "B"	Sta. "C"	Sta. "D"	Sta. "E"
MORNING 8 A.M. - 12 Noon Mon. - Friday	22.8	15.8	30.8	17.5	8.1	0.3
AFTERNOON 12 Noon - 6 P.M. Mon. - Friday	37.0	29.4	10.8	12.0	8.3	2.3
SATURDAY 8 A.M. - 6 P.M.	27.6	22.6	17.3	16.5	8.8	2.6
TOTAL* 8 A.M. - 6 P.M. Mon. - Saturday	32.4	23.8	18.6	14.6	8.3	1.7

* Every rated hour shown above given equal weight

- KOWH has the largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday!
- KOWH has the largest share-of-audience, in any individual time period, of any independent station in all America!*

*Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs market (Mar.-Apr., 1951). 12 noon through 6 P.M.

Kowh

Nebraska's first Radio Station, founded in 1927.

OMAHA

Represented By
Bolling Co.

"America's Most Listened-to Independent Station"

Louis R. Brockway, executive v.p. of Young & Rubicam and chairman of the American Assn. of Advertising Agencies, told a recent meeting of the Audit Bureau of Circulations that a common denominator for all media was needed, and that the actual effect of television on media values has no authentication. He wants standardized audience measurement, data on composition of audiences, and definition and measurement of attention to advertising.

This demand for new data was simply another sign of the pressure for new and better research in radio and TV. During the year a number of studies showing "out-of-home" audience, reachable by portables or car radios, were published and James Seiler of American Research Bureau has advanced the opinion that this kind of measurement can best be gained by a sample not of homes but of people, and must entail reporting their movements throughout the day.

■ There were other signs of improvement. When the Four A's held its eastern council meeting, Dr. Franklin Cawl, research consultant, ticked off these promised developments in the field:

Nielsen—an audimeter now being perfected which can measure several sets at once, and the audimeter will measure TV reception on the UHF band; faster machines, including a decoder which works in conjunction with an IBM key punch to decode audimeter tapes and transfer the data to cards more rapidly, and an electronic statistical machine which does fast, comprehensive editing of the consistency of related data, a card-operated automatic typewriter to work on the reports themselves, and a new electronic calculator which will make 42,000 calculations an hour.

■ **Hooper**—The Hooper recorder utilizes dial telephone operation, and its sponsor claims tremendous speed (ratings for 18 previous hours of broadcasting available at 11 a.m. the following day). But the Hooper recorder is to be available in the future.

Sindlinger—a new plan for operation (separate city corporations with television stations owning parts of them), and a tabulator-calculator which will produce a daily report and ratings instantaneously and simultaneously "and the equipment is very low cost."

Dax—William Horner, owner and sponsor, told Dr. Cawl that his patented electronic system to produce ratings utilizes a special telephone line into the home, and two wires connecting to the TV set. DAX also says it can measure non-telephone homes. The system is past the early engineering stage.

■ This report, much of which bears on mechanical improvements in research, probably illustrates one of the principal facets—that most radio researchers spent the last year in polishing present techniques, not in digging up new ones.

If the year in radio research had been comparatively uneventful so far as new findings were concerned, it was notable for continued acrimony.

The Sindlinger vs. Hooper and Nielsen suit continued in Philadelphia; Sindlinger, who developed Radox, is suing for \$2,500,000—Nielsen has filed a counter suit for \$2,250,000, largely on the basis of damage caused by rumors, and for the amount of time required of Nielsen executives in answering the charges; Hooper filed a countersuit alleging that Sindlinger's suit involved Hooper only to further his litigation against Nielsen, and that Hooper's reputation was damaged. The Sindlinger suit was reduced to \$1,500,000 by court order.

And outside the courtroom, the

Research Used by the Networks

Indicative of the use of a multiplicity of research services is the buying of the five radio and TV networks.

Here's what the nets are buying:

American Broadcasting Co.: Television—TV home Hooperatings, Telepulse, Trendex, Nielsen TV. Radio—Nielsen, Hooper, Pulse.

Columbia Broadcasting System: Television—American Research Bureau, Trendex, Hooper city reports, dropping Nielsen. Radio—Nielsen, Hooper city reports, Pulse.

DuMont Television Network: Television—Pulse.

Mutual Broadcasting System: Radio—Nielsen, plus special studies by Crossley Inc.

National Broadcasting Co.: Television—ARB, Trendex, Hooper radio-TV city reports. Radio—Nielsen, Pulse, New York, ARB—two national diaries, Hooper city report.

war went on—Hooper ripped Pulse as "a radio audience puff sheet," and accused it of applying "the lowest and loosest standard to ra-

dio and TV which has ever masqueraded under the name "measurement." Albert Sindlinger, enmeshed in

the process of reviving Radox, disputed the value of any kind of ratings, accused them of ruining broadcast values and cheapening program fare, and promised his new system will provide accumulated audience and minute-by-minute shifts which will answer the needs of stations, besides providing the advertiser with a profile of his program.

And on a more genteel basis, research companies operating with diaries continued to point out that meters can't count the listeners, companies operating meters continued to discount telephone coincidentals because they didn't measure non-telephone homes, roster recall companies pointed out that diaries often aren't kept up to date, etc. In one radio session after an-

other, in advertising and radio clubs across the country, the various methods were explained, expounded and excoriated.

And no one could see an end to it.

Dulane Names Hopp A. M.

William H. Hopp, formerly with Trans World Airline, has been named advertising and sales promotion manager of Dulane Inc., River Grove, Ill., manufacturer of Fryrite deep fryer and other electrical appliances.

Bandoli Leaves Clary

Marvin S. Bandoli, v.p. of distribution and member of the management committee of Clary Multiplier Corp., San Gabriel, Cal., has resigned. Mr. Bandoli will announce his plans soon.

It's impossible...



...as impossible as covering California's Bonanza Beeline with outside radio



The Beeline is no small sapling, either. In length, it measures over 500 miles—from the tip of southern California to the base of Oregon. In width, it spreads across the inland part of California into western Nevada. It's a populous, prosperous market, too — with more people than Philadelphia... more buying power than Detroit.*

But you're out on a limb if you try to cover the Beeline with outside stations — even far-reaching San Francisco and Los Angeles stations. Because the inland Beeline is an independent market where people naturally prefer their own strong stations.

Make sure, then, that you carry the five on-the-spot BEELINE stations. Together, they blanket the whole 3-billion-dollar market. Individually, each does a top job for you in a major Beeline trading area. For example...

KMJ FRESNO

It's the No. 1 station in the 4-county 660-million-dollar Fresno trading area — with a BMB total weekly audience of 92% daytime, 91% at night. In fact, KMJ's "day after day" audience (72% of the area's 143,030 radio families) is 3/4ths larger than that of the second best station!

*Sales Managers' 1951 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. BAYMER CO., National Representative

KFBK Sacramento (ABC) 50,000 watts 1550 kc.	KOH Reno (NBC) 5000 watts, day; 1000 watts, night 650 kc.	KERN Bakersfield (CBS) 1000 watts 1410 kc.	KWG Stockton (ABC) 250 watts 1230 kc.	KMJ Fresno (NBC) 5000 watts 560 kc.
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And outside the courtroom, the

Radio Faces Big Problems During 1952

(Continued from Page 49)

Basically, there are five factors which, singly or in combination, have influenced most of the recent network radio purchases:

1. Price reductions. Advertisers feel that the network rate cuts last spring have put the price of AM radio closer to where it should be, as a result of television's inroads in the evening radio audience.

2. Loss of share of market. Television is expensive, and a top-heavy TV budget sometimes leaves inadequate funds for maintaining or increasing the advertiser's share of market in non-TV areas.

3. Increased TV costs. Bidding for talent has boosted the price of top TV stars to stratospheric heights. This, coupled with increased station rates, has priced some advertisers out of TV.

4. Difficulty in clearing time. It has become increasingly difficult—and sometimes impossible—to clear time on a sufficient number of network TV stations to do the desired promotion job without getting involved in the television "black market."

5. Flexibility in purchasing radio stations. Advertisers have found that they can, within limits, buy exactly the markets they wish.

Not every element of the radio industry is in harmony, however. There are some very serious discords, such as the feud between the station representatives and the networks; the unresolved disputes between the networks and their affiliates; the latent union-management problems, etc.

The big problem facing the radio industry is the question of what will happen when advertisers begin comparing network ratings for shows this fall with the higher ratings of last year. Between January of 1951 and January of 1952, about 4,500,000 radio-only homes will have been changed into radio-TV homes.

If advertisers—having checked and compared the radio ratings—decide to drop their radio programs permanently by next summer, the radio industry will find itself in a most precarious position.

There is some reason to doubt that this will happen, however. American industry generally is operating on thinner profit margins today than was the case last year. Profits are headed downward. Thus, even though the advertiser is spending "cheap" dollars for advertising, the wrong decision might push the company over the edge. There simply isn't as much cushion for marketing errors as there has been in the past. As a result, drastic decisions—such as dropping radio entirely—are not likely to be made hastily nor without a complete examination of all the facts.

The radio networks and large AM stations have never been noted for aggressive selling of radio as an important advertising medium. Smaller stations and stations in small cities, of course, have sold local accounts on the idea of using radio—and pitched hard to do it. But here, too, selling all too often has consisted of pressure plays and under-the-table deals designed to ensnare an advertiser who was using another

radio station.

The industry apparently has not thought it necessary to sell radio—all radio—as a medium. The reason is simple. It didn't have to sell—until television came along.

In addition, radio was limited in the amount of time available. Newspapers and magazines could add extra pages when business was good.

But radio stations and networks only had a certain amount of time

to sell. When it was sold, the S.R.O. signs were hung out. This situation obtained (with exceptions, of course) for most of radio's history.

It remained for television to make radio broadcasters aware of what they have to offer and how it should be sold. For almost 25 years the radio industry has prospered. As one broadcaster put it, "radio has never gone hungry."

True, 25% of the AM stations operated at a loss in 1950, but the

large stations never have had to get out and fight for sales, in comparison with other media, at least. They have never been sufficiently pinched, for example, to set up merchandising departments to work with their advertisers' retail outlets.

Thus, radio broadcasters were unprepared for the advertisers' insistent demands for network rate reductions on evening time. Advertisers and agencies pointed out

that television had wooed and won an important segment of the evening radio audience and what were the networks going to do about it?

When CBS finally announced its 10% reduction last spring, many of its affiliates were incensed. When NBC and ABC followed suit, there was more gnashing of teeth by the affiliates, who felt that radio was underpriced as it was. They formed an affiliates' committee to see what could

Want to Sell the Southern Belle?



be done to prevent future slashes. The rate cut, of course, went through on schedule. And the experience served to point out to the broadcasters that there were some rather large holes in their public relations fences, and that they had better get to work on a plan for convincing advertisers radio is worth its cost, and to demonstrate how the medium can be used to build sales.

Net result is an increased interest in the medium, its total

audience, listening habits, rates and costs, and the manner in which it is sold.

The Listening Situation

Between 1946 and 1951, the number of radio homes increased by almost 8,000,000, from 34,000,000 to 41,900,000. According to data compiled by the A. C. Nielsen Co., in 1946 the average length of radio usage per day was three hours and 55 minutes (for the period January-September).

The hours of radio usage per day increased to 4:19 in 1948 and then declined until, in 1951, it reached 3:21. In the same period, the total home hours per day increased from 132,900,000 in 1946, to 164,000,000 in 1949, and then declined to 142,500,000 in 1951. Thus, the increase in the number of radio homes partially offset the decline in hours of radio use per day, and the advertiser's potential is greater than it was in 1946.

On Jan. 1, 1951, Nielsen reports,

there were about 10,550,000 television homes, or about 25% of the total number (41,900,000) of radio homes on that date. On Jan. 1, 1952, there will be an estimated 15,000,000 television homes, or about 35% of the total number (42,900,000) of radio homes on that date.

■ However, as Nielsen has pointed out frequently, the introduction of a TV set does not mean that the radio set is thrown out. In

fact, more and more families are purchasing extra radio sets.

According to Radio-Television Manufacturers Assn., the estimated 1951 radio set production from January through August was 8,977,232, or two and a half times the number (3,633,516) of television sets manufactured.

■ And, according to industry estimates, the potential radio audience is far greater than is indicated by the number of radio homes. On Jan. 1, 1951, for example, there were a total of 96,000,000 radio receivers in the U. S.—41,900,000 radio homes; 19,100,000 sets in automobiles; 5,000,000 sets in hotels, stores and institutions, and 30,000,000 "extra" sets in homes.

As is shown in the accompanying table on "Total Radio-Television Usage Trends," A. C. Nielsen Co. reports that while nighttime radio listening is off, daytime listening has shown a startling increase during the past year.

Whereas radio listening after 6 p. m. has dropped 13% in small towns and rural areas, 19.6% in medium cities and 26.7% in metropolitan areas, daytime radio listening has increased between 71% and 87% in the same three types of areas!

■ For some time, one of the most interesting problems facing the prospective sponsor has been the question of how many TV homes listen to the radio during the evening hours.

Nielsen recently released data showing that, on an average evening between 7 and 11 p. m., about 1,000,000 television families have their radios tuned in, while some 6,000,000 to 10,000,000 radio-only homes have radios turned on. These figures are only approximate, since there is a variation from season to season, as follows:

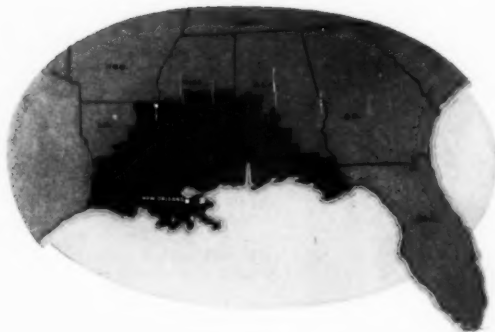
Radio Usage in TV Homes and in Radio-Only Homes
(Average minute, 7-11 p. m. from Monday through Friday)

Period	(A) TV Homes Using Radio	(B) AM-Only Homes Using Radio
Oct.-Dec., '50	8.2%	34.4%
Jan.-Mar., '51	9.8	36.9
Apr.-June, '51	7.4	28.2
July-Sept., '51	6.8	21.7

■ The per cent of column A to column B for the last quarter of 1950 is 23.8%; for the first quarter of '51 is 26.6%; for the second quarter of '51 is 25.7% and

WWL Sells to More "Southern-hers" Than Any Other Advertising Medium!

Every day is bargain day on WWL! Here's how WWL makes your advertising dollar go a long, long way toward wooing women customers in the deep South:



WWL reaches her with 50,000 watt clear channel intensive coverage over a 4-state area. More coverage than any other medium can offer—in a market still unquestionably radio dominated.

WWL delights her with Wonderful, Wonderful Listening. Sparkling CBS stars—Benny, Beulah, Godfrey, Bing! Outstanding home-grown personalities. Heartwarming daytime dramas. Music. Mystery. Homemaking. And she listens—highest ratings prove it!

WWL sells her with a liberal bonus of unexcelled, multi-medium advertising. Store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads and personal calls on jobbers and distributors make her remember, help you sell her. No other station South gives advertisers such all-out support.



WWL

NEW ORLEANS

50,000 WATTS CBS RADIO AFFILIATE CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

LET WWL, THE SOUTH'S GREATEST SALESMAN, SELL FOR YOU!

RADIO LANSING GOING 5000 WATTS ABOUT JANUARY 1

SEE RAMBEAU —
NEW YORK · CHICAGO
LOS ANGELES

for the third quarter of 1951 is 31.3%.

Thus, the level of radio listening in TV homes, compared to the level of radio listening in AM-only homes, increased during the year. Both types of homes reflect the seasonal influence of warm weather and daylight saving time. (In translating the percentages to actual figures, it is interesting to note that the 7.4% figure in column A represents 945,000 radio-listening families.)

Even with an increased number of TV sets, radio still reaches almost every part of the U. S. And in the 63 television markets, on July 1, 1951, there were more radio-only homes than there were radio-TV homes. On that date, there were about 13,100,000 radio-TV homes in the 63 TV markets and there were another 13,300,000 radio homes in the same areas not equipped with TV sets. At that same time, more than half of the total number of TV sets were located in seven markets.

Rates and Costs

Before there were any rate cards, radio was a free-wheeling business. In many cases, stations charged what the traffic would bear and the time salesmen had to have a poker player's instinct for judging how high he could raise the price.

Not all the time was sold, of course. On the West Coast, for example, a newspaper-owned station gave the time away to advertisers who bought space in the newspaper, then turned around and charged for talent.

This prompted several bright young men to establish themselves as talent agents. They quickly placed as much talent as possible under contract and collected, say, \$500 for an hour show, paid the talent \$250 and pocketed the remaining \$250.

A competing station often found that it could undercut such an operation by signing the talent itself and charging for both time

and talent. A rate card was the inevitable answer to the chaotic condition.

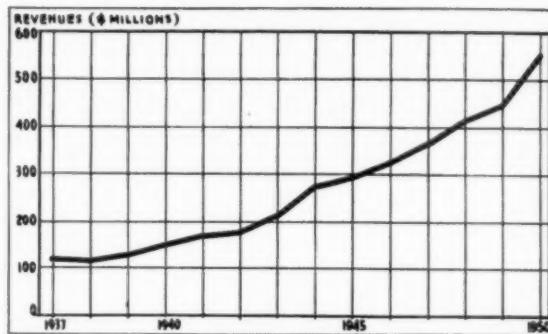
There is an old story in the radio business concerning the origin of the first radio rate card. It seems that the owners of a station and their employees sat down at a large table armed with all types of rate information on newspapers and magazines. They mentioned various rates, circulations, quality of audience and other items and made a variety of calculations.

After spending all day at the task, so the story goes, everyone dreamed up his own 15-minute rate, put it in a hat, and the average of all the suggested figures became the accepted quarter-hour rate. Then someone pointed out that the head of the family is home in the evening, thus doubling the audience. Net result was a decision to charge twice as much for evening time. Frequency discounts, according to the story,

Revenues of Networks, Stations

Total Broadcast Revenues of All Networks and Stations AM and AM-FM, FM and TV: 1937-1950

Report of Federal Communications Commission



were added at the suggestion of the first client.

Whether there is any truth to the story or not, it points up the

difficulty which radio stations have had in setting up their rate cards. What should the station charge for? Should it charge on the basis of total radio homes? Should it charge on the basis of homes tuned in? If so, how can this be measured?

If a decision is made to charge on the basis of ratings, whose ratings should be used? Does the rating measure total audience or sets turned on? And how does one determine whether the family is listening intently or ignoring the program being aired? Moreover, what about the small station that doesn't have a Pulse or Hooper or Nielsen or Conlon? How can such a station operator convince a rating-conscious advertiser of the merits of his station?

If it were possible to determine exactly how many people are listening, how would one decide the price that should be charged per listener?

Radio broadcasters never worried a great deal about all of the possible questions that could be asked. Business came in and programming and commercials went out over the airwaves.

Not until the rating services showed that a 5,000-watt station could have double the audience of a competing 50kw station was there much intensive questioning of rates by clients.

Programming, of course, was the vital factor in building a loyal audience, and so the network-affiliated station enjoyed a certain amount of prestige because of that affiliation (this factor again is making itself felt during the networks' current drive to add small-market affiliates).

But not until television began to nibble away the evening AM audience was there any surge of resentment to radio rates generally by advertisers. And when the networks realized that only a rate cut could break the log jam that was holding up program renewals and new time sales, the rates came down.

While the major stations still are doing very well, there is some evidence that the networks are up against it with their AM network operations. In spite of the networks' share of the total time charges, only the owned-and-operated stations are holding up the net profit figures. Line charges are high and labor costs are up, while rates have changed little for ten years.

In the past year, the traditional network sales approach has been replaced by promotion plans designed to tickle the imagination of the advertiser who is sitting on radio's sidelines.

Sales devices like the "tandem" and "pyramid" plans started the wheels moving. Advertisers were given an opportunity to participate in several network programs for a

SURE IT'S CORN
BUT SHUCK?--
IT SELLS!

The Old
American Barn Dance
(Produced by KLING-UNITED)
NOW ON TV FILM
FOR A HARVEST OF SALES!



Neighbor, here 'tis!

The famous national barn dance talent
...all those wonderful top recording stars...
captured on TV film for your audience.

Two million paid admissions in Chicago,
and many more millions have seen them on the
"Grand Old Opry House" in Nashville.

This kind of money on the barrel loyalty is
now ready for you. All the top personalities—
starring Bill Bailey, M. C., Peewee King,
Tex Williams, Tennessee Ernie, Lulubelle and Scotty,
Grace Wilson, Johnny Bond,
Patsy Montana, Candy Mountain Girls,
Salty Holmes, and others
—are building new
and loyal friends
every show.

26 half-hour films are now
ready. Grab that phone and
check the costs in your mar-
ket. You'll sure be happy when
you hear those low rates!

How's this for ratings?

OMAHA 30.0, BIRMINGHAM, ALA. 21.0
CHARLOTTE, N. C. 18.9, DETROIT 11.5

Other successful UTP releases:

Royal Playhouse • Sleepy Joe
Fashion Previews • The Chimps
Rebound • Feature Films

*Exclusive distributors for Bing Crosby Enterprises,
Kling-United, Marion Parsonnet and others



360 N. Michigan Ave.
444 Madison Ave.
140 No. La Brea

Chicago • Central 6-0041
New York • Plaza 3-4620
Hollywood • Webster 8-9181

price that compared favorably with the cost for one such show.

Talent at less-than-cost was (and is) another familiar method for luring the advertiser. But creative selling—the type of promotion that takes into account the possibility that an advertiser might want to buy radio in order to do a specific job—emerged full-fledged only this year.

In previous years, advertisers have bought radio shows on a "saturation" basis (notably auto manufacturers, who wished to introduce a new model) or have put together special networks. This summer, however, CBS offered to sell advertisers "a piece of Skelton," which could be used for special merchandising activities or special promotions for \$23,500 per spot.

Trade ads explained that, while Norge had bought the show on a number of radio stations, a total of 91.4% of the total CBS audience was untouched, and plugged the idea that an advertiser could buy the show in whatever markets he chose and in the weeks he selected.

And just two weeks ago, NBC ran the first in a series of newspaper ads offering the following proposition: "NBC guarantees that an average of not less than 5,300,000 full one-minute advertising messages will be heard each week at a cost of \$2.75 per thousand."

NBC further declared that if, at the end of 13 weeks, a Nielsen audit showed that NBC had not fulfilled its guarantee, the net would refund the advertiser's money on a pro rata basis.

In the beginning, the plan was offered to the first three advertisers who sign, with a price tag of \$14,600 per week, which pays for a one-minute commercial—plus opening and closing billboards—one each of the following: "Nightbeat" on Fridays, "Hollywood Love Story" on Saturdays, and "The \$64 Question" on Sundays.

NBC reserved the right to use more than the three shows, if necessary, to meet the guarantee.

In keeping with its hard-sell philosophy, a network spokesman declared: "The nation's biggest weekly magazine (*Life*) guarantees 5,200,000 circulation. The cost to you for just the 'opportunity' to get attention in this magazine is \$3.48 per thousand for a b&w page. Compare this \$3.48 for 1,000 chances to have your advertisement read with NBC radio's guarantee that 1,000 messages will be heard for \$2.75."

John K. Herbert, v.p. in charge of radio network sales, said that the networks have been guilty of "reciprocal cannibalism, all eating each other's young and consuming the customers that already exist."

It was obvious from the wording of NBC's ad and its selection of the newspapers which carried the insertion that the net hoped to reach representatives of top corporate management and persuade such readers to pick up the phone and call the ad department or agency to "look into this thing."

NBC followed up its initial punch at the affiliates meeting in Boca Raton, Fla., on Nov. 30, when Mr. Herbert announced still another plan for luring advertisers to radio.

The latest gimmick is called the "market basket" plan. In essence, NBC is offering three food manufacturers "tandem" participation in three morning half hours (Thursday, 10:30-11 a.m. EST, and Friday and Saturday from 10 to 10:30 a.m., EST).

These time slots were selected because they follow grocery product weekend advertising. Mr. Herbert explained that each of three

Number of Radio and Television Sets

Source: 1950 Census of Housing by Bureau of the Census

	Total		Urban and rural conform: 1950				Rural farm 1950		1940 total	
	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent	Number	Per-cent
Number reporting	41,932,000	100.0	36,171,000	100.0	27,810,000	100.0	8,362,000	100.0	33,890,506	100.0
With radio	40,093,000	95.6	34,731,000	96.0	26,941,000	96.9	7,790,000	93.2	28,048,219	82.8
No radio	1,839,000	4.4	1,440,000	4.0	868,000	3.1	572,000	6.8	5,842,287	17.2
Number reporting	41,704,000	100.0	35,897,000	100.0	27,644,000	100.0	8,342,000	100.0	3,717,000	100.0
With television	5,120,000	12.3	4,946,000	13.7	4,376,000	15.8	571,000	6.8	174,000	3.0
No television	36,584,000	87.7	31,040,000	86.3	23,268,000	84.2	7,772,000	93.2	5,543,000	97.0

advertisers would pay one-third the cost of 30 minutes, time and talent, for each of the three shows.

Each of the three programs would last 28 minutes and 40 seconds, including the one-minute commercials for each sponsor. The remainder of the time would go to a cooperating supermarket chain.

Retail stores would not be charged for their announcements, but would agree to give, in exchange for the time, good point of sale position to the sponsoring products.

In order to support the plan—and other promised projects—NBC set up a merchandising de-

partment which will work with individual stations.

Recent network sales presentations have stressed the importance of non-TV homes in television markets, the extensive coverage of areas beyond the reach of video stations by AM stations in TV

markets, the low cost of network sight added but rather, magazines. In fact, some network AM salesmen are pounding away at the idea that TV is not radio with sight added but, rather, magazines with sound added.

Rates are not the only element of the radio cost picture, however. Talent charges are an important part of the total bill. In general, talent costs for radio are on the way down. And they probably will continue to drop.

For example, a year ago, *Variety* tabbed the talent on the Bob Hope show at \$30,000 and the Edgar Bergen-Charlie McCarthy stanza at \$22,500. This year the shows carry price tags estimated (Continued on Page 89)



- NEW YORK
- BOSTON
- CHICAGO
- DETROIT
- SAN FRANCISCO
- ATLANTA
- HOLLYWOOD

RADIO AND TELEVISION STATION REPRESENTATIVES

TV Set Ownership

Nov. 1, 1951

Estimated by NBC-TV

Albuquerque	11,200
Ames	66,000
Baltimore	338,000
Binghamton	44,800
Birmingham	75,200
Bloomington	17,600
Boston	809,000
Brownsville (Matamoros, Mexico)	9,900*
Buffalo	232,000**
Charlotte	97,300
Chicago	1,020,000
Cincinnati	290,000
Cleveland	530,000
Columbus	175,000
Dallas-Ft. Worth	141,000
Davenport-Rock Island-Moline	74,000
Dayton	152,000
Detroit	560,000***
Erie	55,200
Grand Rapids	79,800
Greensboro	75,000
Houston	98,900
Huntington	59,400
Indianapolis	170,000
Jacksonville	42,000
Johnstown	120,000
Kalamazoo	55,000
Kansas City	157,000
Lancaster	117,000
Lansing	67,000
Los Angeles	1,045,000
Louisville	111,000
Memphis	104,000
Miami	78,000
Milwaukee	280,000
Minn.-St. Paul	280,000
Nashville	43,400
New Haven	200,000
New Orleans	67,800
New York	2,630,000
Norfolk	85,700
Oklahoma City	92,300
Omaha	97,000
Philadelphia	940,000
Phoenix	38,800
Pittsburgh	340,000
Providence	170,000
Richmond	92,300
Rochester	93,300
Salt Lake City	39,400
San Antonio	55,700
San Diego	108,000
San Francisco	268,000
Schenectady	181,000
Seattle	107,000
St. Louis	327,000
Syracuse	143,000
Toledo	126,000
Tulsa	77,500
Utica	56,200
Washington	301,000
Wilmington	84,100

*Preliminary estimate of sets in Texas area of XELD-TV. Initial survey being made. Estimated 2,500 sets in Mexican area of station.

**Does not include 33,000 sets in Canadian area reached by Buffalo station.

***Does not include estimated 25,000 sets in Canadian area reached by Detroit stations.

Logan to Bechik Products

Robert B. Logan, formerly editor and business manager of *Bedding*, published by the National Assn. of Bedding Manufacturers, Chicago, has been appointed sales and advertising manager of Bechik Products Inc., St. Paul distributor of supplies for the bedding industry.

Names Frank Quartermaine

Easy Washing Machine Co., Toronto, has appointed Frank Quartermaine, formerly secretary-manager of the Canadian Assn. of Radio & Appliance Dealers, as director of marketing.

Rockwood & Co. to Y&R

Rockwood & Co., chocolate products manufacturer, has appointed Young & Rubicam, New York, as its agency. Platt-Forbes formerly serviced the account.

Four A's Elects Agency

Michener & O'Connor, Harrisburg, Pa., has been elected to membership in the American Assn. of Advertising Agencies.

Breyer Uses Same Radio Slogan for 14 Years

PHILADELPHIA, Dec. 5—The famous telephone jangle and the announcer's voice answering "Hello—Breyer Calling," has become a veritable radio and television institution in the Breyer Ice Cream Co. distribution area.

It is heard daily on 25 radio stations and about a half-dozen television stations in the region bounded by the southern part of Connecticut, the northern part of Virginia and as far west as Harrisburg, Pa.

This popular advertising slogan was first introduced about 14 years ago after officials of Station WCAU and McKee & Albright,

Breyer's agency, discarded more than a dozen other ideas which would be both appropriate for a station signal and yet individual enough to stop the listener, and later the viewer.

Actually, Breyer first went on the radio back in 1935 when Station WCAU, the agency and the company mapped out a schedule of 12 nighttime "news flash" announcements a week.

Almost from the start the schedule caught on. Breyer has been on WCAU continuously for 16 years with a 12-times weekly nighttime ad schedule. However, work on a

singular type of signal that Breyer could use everywhere was started almost immediately. It took nearly two years to develop something acceptable.

In fact, the master record of the signal which was first made by a WCAU announcer 14 years ago is still being used today on all transcriptions for both radio and television. In some cases, the follow-up copy is done live by station announcers.

Breyer also has been a firm believer in the use of station breaks, and to date has not ventured into any other radio or television form of announcement or program.

Although it started in Philadelphia, the sponsorship gradually spread into nearby towns, until the Breyer telephone jangle is heard in every major city in its market area and in most of the fair-size towns. In this city alone, spots are heard on four radio stations and are seen on all three television stations.

Perfex Co. Changes Name

Perfex Mfg. Co., Shenandoah, Ia., manufacturer of Perfex cleaner, Gloss Tex liquid starch, bleaches and other commodities, has changed its name to Tidy House Products Co. The address and personnel remain the same. Buchanan-Thomas, Omaha, is the agency.



Philco Won't Replace Don McNeill TV Show But Continues Bi-Weekly Philco Playhouse

PHILADELPHIA, Dec. 6—When Don McNeill announced recently (AA, Nov. 26) that he would quit television after the Nov. 19 "TV Club" show, he caught both Philco and American Broadcasting Co. officials by surprise.

Less than a month before Don McNeill made this decision, Philco Corp. had switched to alternate-week sponsorship of both the "TV Club" and its "Philco Playhouse" (NBC-TV).

John Gilligan, v.p. in charge of advertising for Philco, told AA that the company is not planning

an additional TV show at this time to replace Don McNeill, nor will the company resume weekly sponsorship of "Philco Playhouse" (on which it now alternates with Goodyear Tire & Rubber Co.).

"However," Mr. Gilligan said, "we are always interested in a good show that has good coverage."

■ The alternate-week schedule has not worked to Philco's disadvantage, however, and probably will not affect sales during the coming year because of the fact that Philco is now allocating its

merchandise and probably will continue to do so for many months. Consequently, on television Philco will probably stress the institutional instead of the selling angle.

This, however, is not the thinking behind this change from weekly sponsorship to an every-other-week schedule. Basically, Philco was compelled to change because of increasing prices. For example, on Jan. 1, 1951, the "Philco Playhouse" cost about \$33,000. In July it went up to \$50,000 and, at the beginning of 1952, it would have reached \$63,000 and then shot up to \$71,000 a program by next July. (Latter estimates are based on anticipated time cost rises.)

Better than 95% of the increase in costs, a Philco spokesman told ADVERTISING AGE, was for time, thus compelling either a jump in the Philco television budget or a cut in time. The increased budget could not be attained. Hence, the every-other-week schedule.

Philco first went into television with an hour-long Sunday evening dramatic show on NBC three years ago in September. The company stuck to the Playhouse format continuously, because of its popularity, even though Philco admittedly has been unable directly to measure its results in sales.

Another advantage of the Sunday night "Playhouse" as it stands now is that the alternate arrange-

ment with Goodyear Tire & Rubber Co. maintains the continuity of the show's name, the staff and the series.

■ The Don McNeill "Breakfast Club" on ABC radio every weekday morning will continue to be a big Philco refrigerator-selling medium. Philco is now in its sixth year as one of McNeill's radio sponsors and plans to continue stressing refrigerators on that show.

Philco is probably one of the country's oldest consistent radio sponsors on a large scale. Back in 1930 the company became the national (NBC) sponsor of the Philadelphia Orchestra Saturday afternoon concerts from the Academy of Music here. About the same time it sponsored an hour-long musical show featuring opera singer Jessica Dragonette. Since then Philco has sponsored many other network radio shows.

Hutchins Advertising Co. is the agency.

Radio's Effect on Sales May Be Measured Cheaply

ALFRED, N. Y., Dec. 6—Results of an experimental Alfred University study suggest that it is possible to measure the effectiveness of radio advertising in promoting sales inexpensively and with reasonable accuracy.

Five seniors at the college, working under the direction of Prof. Henry C. Langer Jr., head of the business and economics department at Alfred University, conducted personal interviews with 980 people in the Alfred area and concluded that:

1. It is possible to plot the profitability of the increase in sales against the cost of the advertising.
2. The method employed is suitable for use by the small station and the small advertiser.

■ The students classified the respondents into three groups—listeners, occasional listeners and non-listeners. Five specific types of information were requested, two unaided and three aided. The results were as follows:

	List'rs	Occas'l List'rs	Non-List'rs
Used coffee advertised	13%	7%	7%
Used chain store brand	21	10	27
Used food brand advertised	27	42	32
Sometimes used adv. brand	21	31	36
Save labels for premiums	27	27	22

In every instance, with one exception, listeners purchased more radio-advertised brands than non-listeners, to the extent that the interviewers suggest listeners are roughly twice as valuable as non-listeners to the radio advertiser. Copies of the report are available from the economics and business department of Alfred University.

Meltzer Gets Drug Account

Richard N. Meltzer Advertising, San Francisco, has been appointed to direct advertising for San Francisco Drug Co., manufacturer of Sleeps, Tuzoo and Blackout. The test market campaign will include use of newspapers, radio, television, transit, outdoor and point of sale.

Names Macfarland Co.

The Vee Gee Messenger, official publication of the Vegetable Growers Assn. of America, has appointed Macfarland Co., New York, as its advertising representative.

Gittleman to 'Modern Bride'

Arnold G. Gittleman, formerly with the Sentinel, Milwaukee, has joined the advertising sales staff of Modern Bride, New York.

Happy ending

These people are watching a happy ending... and so are you. Because, while they've been watching, the sponsor has persuaded them to buy. He will make up their order later, but they have made up their minds tonight.

The story started when this sponsor brought his problem to CBS Television Spot Sales. He was looking for prospects for a booklet on New York vacations, and we suggested WCBS-TV's late-evening film program, "The Late Show." At the end of two months of participation, 31,424 people had asked for the booklet! Two months after the offer ended, viewers were still asking for it.

At last check, the cost was down to 11.6 cents per inquiry—and still dropping!

It didn't just happen. Sponsor met customer—and sponsor sold customer—because CBS Television Spot Sales' careful analysis of his problem and time-tested knowledge of TV, assured him of the right show.

Ask us for a specific recommendation on your next problem. No matter what the story, we can help you find a happy ending.

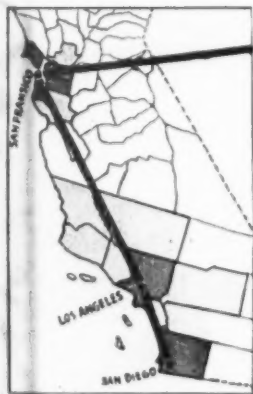
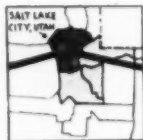
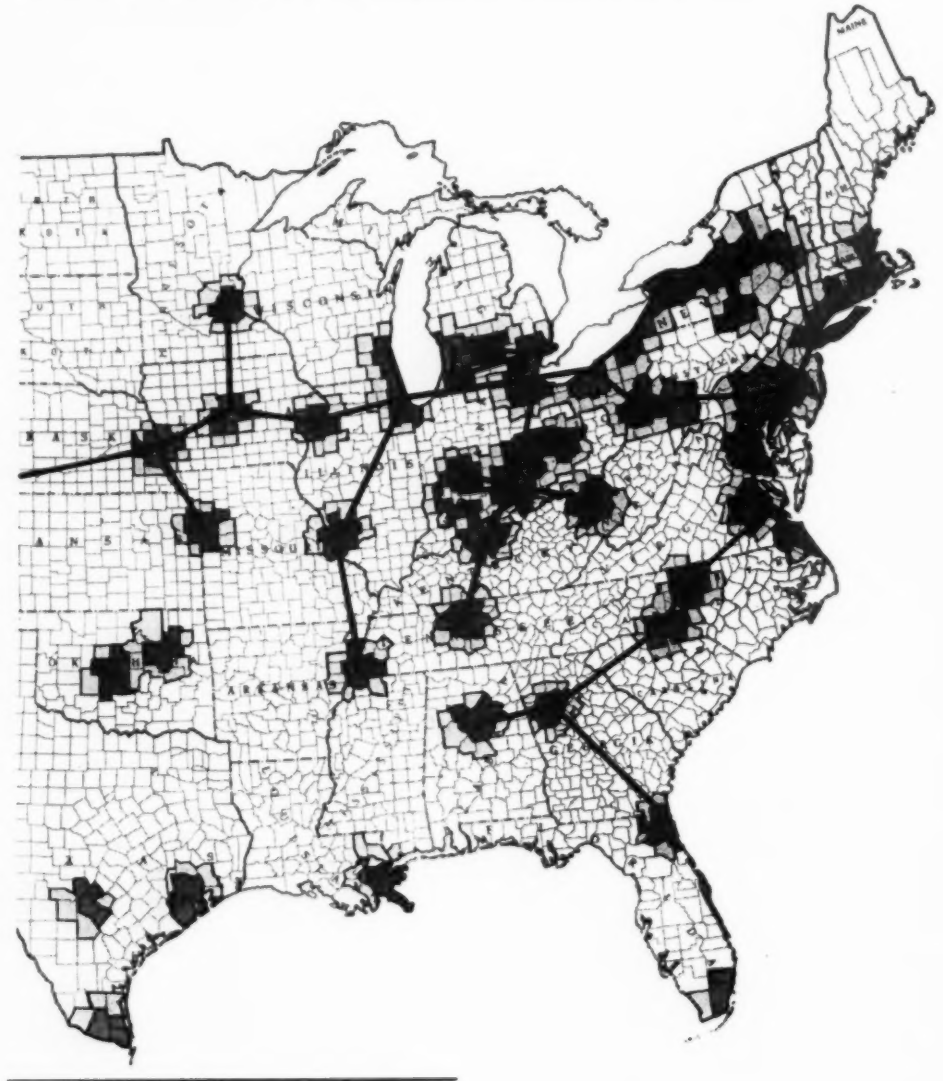
CBS TELEVISION SPOT SALES

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; KNXT, Los Angeles; WTOP-TV, Washington; WRV, Charlotte; KSL-TV, Salt Lake City; and WAFM-TV, Birmingham.

800-838

TV Coverage in the U. S. —and Its Relation to the 168 Top Metropolitan Marketing Areas

The maps at right and immediately below show counties now receiving telecasts in the U. S. Dark shading indicates primary coverage (35-mile radius) and light shading shows secondary coverage (35 to 50 miles, except 100 miles for Los Angeles). This map, which also shows the cable and relay connections of stations, is based largely on data from Keystone Broadcasting System. To help advertisers relate this TV coverage to big marketing centers, AA reprints at the bottom of the page a Department of Commerce map of the 168 Standard Metropolitan Areas as defined by the Bureau of the Census.



Snow Crop Saga: From Network to Spot to Network

NEW YORK, Dec. 6—Little notice was paid to the move at the time, but when Snow Crop Marketers dropped its afternoon dramatic show on film—bought locally on a spot basis—in September and jumped into "All Star Revue" (NBC), it represented a complete turnabout in television ad thinking for that company.

Snow Crop (whose agency is Maxon Inc.) dropped out of "Your Show of Shows" (NBC, Sid Caesar and Imogene Coca) last March (AA, March 5, 12) for a number of reasons. Among them:

1. A Saturday night show was fine, but people can't buy Snow Crop till Monday.
2. Time and talent costs were up to \$30,500 and the expectation was this figure would mount to \$40,000.

■ The company decided on a 30-minute afternoon dramatic offering—"Snow Crop Matinee Theater"—on film because:

1. It gave Snow Crop nine minutes of commercial time instead of the three on "Show of Shows."
 2. More attention could be given to people who actually buy frozen foods, and the sales message could coincide more closely with the best marketing days of the week.
 3. "Matinee Theater" would cost about 25% less than the Saturday night show.
- the afternoon field and has gone. But now Snow Crop has quit back to Saturday nights. Here's why:

1. A company the size of Snow Crop should not splatter its ammunition in daytime TV. The entire daytime TV audience is not proved out, while nighttime is pretty well known.
2. One-third sponsorship of "Revue" (about \$30,000 each for Snow Crop, Pet Milk and Kellogg's) costs no more—or not much more—than "second rate films" shown



TEDDY & ED—Teddy Snow Crop is welcomed by Ed Wynn on his arrival in Los Angeles from New York. The frisky Snow Crop trademark made the trip to appear on Hollywood telecasts of "All Star Revue," co-sponsored by Snow Crop. Mr. Wynn and others are featured on show.

in afternoons.

3. Snow Crop gets a big plus with a Saturday night offering: lots of prestige since its sales forces, store managers and others are at home to see the company's show.

4. The fact that people can't go out and buy the product till Monday is not as important as first thought. The "All Star Revue" prestige probably carries over through subsequent shopping days.

■ While the commercial arrangements on "Revue" are probably not entirely satisfactory—since Snow Crop, sharing sponsorship,

gets one minute this week, one minute next week, and six minutes the third week—this is not thought to be a fatal stumbling block.

All in all, the present Snow Crop management seems to be sold on nighttime TV now.

Paper Boosts Diespecker

Dick Diespecker, radio editor of the *Vancouver Province*, a daily, has been promoted to promotion manager. He will continue his radio broadcast.

Portland, Ore., Has No TV Outlet But It Has Sets

PORTLAND, ORE., Dec. 4—There are, conservatively, 1,500 television sets in the Portland area now, although Portland is the largest metropolitan area (population 701,202 in 1950) in the U.S. still without television. This is the estimate of Dick Matthews, sales

manager of the Lou Johnson Co., distributor of Admiral radio and Admiral TV sets.

Of the 1,500 or more, between 400 and 500 are in actual operation, he thinks. Most of these are combination sets with fringe-area television amplifiers. (The fringe area is said to be anything over 35 miles in distance and the special amplifiers are mass produced and furnished by Admiral at no extra cost.)

In Astoria, Ore., 100 miles north-

west of Portland, more than 200 sets have been sold and approximately 150 are in use. Reception, when there is any, in both cities, comes 120 to 140 miles from the Seattle, Wash., signal. In Astoria the signal is picked up and re-broadcast by means of a grid system which was worked out by Roman Appliance Co., the Admiral distributor for that area.

A similar grid system is being set up in Longview, Wash., 45 miles northwest of here.

Cast of characters

appearing on Lennen & Mitchell's
highly successful TV and radio shows!



TED MACK, the genial host of "The Original Amateur Hour," wins wide audiences for Old Gold Cigarettes on TV (NBC), as well as on radio (ABC).



DANCING PACKAGE performs wonders for Old Gold Cigarettes on TV. This appealing character is dancing her way into the hearts (and pocketbooks) of millions.

MURIEL, the animated strip-tease artist for Muriel Cigars, is the latest achievement of Lennen & Mitchell's TV creative staff. Her recent debut evoked cheers from critics and viewers alike.



BERT PARKS, the dynamic Master of Ceremonies of "Stop the Music," captivates viewers and listeners for Old Gold Cigarettes on both television and radio, over the American Broadcasting Company Networks.



DENNIS JAMES (Mr. Old Gold himself) and **DON HANCOCK**, spokesmen for Old Gold on "Stop the Music" and "The Original Amateur Hour," on TV and radio respectively, are a treat to sales figures.



JACK BAILEY, the ingratiating Master of Ceremonies of "Queen for a Day," delights quiz enthusiasts for Old Gold Cigarettes on radio over the Mutual Broadcasting System and on television.



IMOGENE COCA and **SID CAESAR**, overwhelmingly popular stars of "Show of Shows" co-sponsored by Lehn & Fink, Inc., convulse audiences every week over NBC-TV.



BILL SLATER, amiable newscaster of "Broadway to Hollywood," features news and personalities for Tide Water Associated Oil Co., over the Du Mont Television Network.

In TV and radio,
watch the role played by...

**Lennen &
Mitchell, Inc.**
Advertising

17 East 45th Street, New York 17, N. Y.
308 N. Rodeo Drive, Beverly Hills, California

Broadcasters' Groups Gained Strength in '51

(Continued from Page 49)

rectors. The TV staff has been built up, and an aggressive effort has been made to take the leadership in developing programming standards and to meet other problems of the growing industry.

At the same time NARTB has continued to serve AM broadcasters and has stepped up its efforts in behalf of FM.

• Judge Justin Miller, who led the organization during most of the postwar period, was elevated to the post of general counsel and chairman of the combined radio and TV boards. At present, Judge Miller is spending a large percentage of his time on government service, as chairman of the Salary Stabilization Board.

NARTB has sponsored such activities as Broadcast Measurement Bureau and Broadcast Advertising Bureau, which were set up as independent operations. At the present time its services cover research, labor relations, sales promotion, public relations, government relations, engineering and law.

It has taken the leadership in legislative matters, representing the broadcasters on such subjects as the revision of the Federal Communications Act, the special problems of TV in regard to the excess profits tax, and pending congressional action on the so-called Benton resolution, setting up an advisory committee to make an annual review of radio and TV programming trends. NARTB has approximately 1,800 members.

RTMA

Radio-Television Manufacturers Assn. is heavily engaged at present in working with government agencies parceling out defense contracts to the electronics industry. The association has been active from the beginning of the defense program helping to determine the volume of defense work that would go into the electronics field, and the steps that were necessary to provide defense capacity with minimum interference with employment and production of non-defense items.

Normally, the association committees deal with such problems as engineering standards, merchandising promotion, statistics—including set production, and legislation. The association maintains a patent service an export service and a trade directory.

• During FCC's hearings on color and UHF TV, RTMA committees have attempted to work out a joint presentation of the industry's approach. At present, a special RTMA committee is preparing color TV standards which may eventually be submitted to FCC as a substitute for the present color standard.

RTMA is also active in promoting sports attendance and broadcasts and has sponsored surveys of sports attendance by Jerry Jordan. RTMA includes most major manufacturers, other than Admiral.

BROADCAST AD BUREAU

Now that the Broadcast Advertising Bureau has finally got its feet wet as a completely autonomous organization and has a budget which no outsiders can nick into, things are humming.

President William B. Ryan reports that regular membership has increased from 840 on April 1—when the corporate organization was set up—to 930, including all

four networks and principal station representatives. A special classification for manufacturer membership has just been started, and BAB is working on a service membership category, which would include transcription companies, package programmers and the like.

On the financial side, BAB is aiming for an operating budget of \$1,000,000 yearly. On April 1 the group was functioning with a \$157,000 budget, today it's billing at a rate of \$400,000 and by next April expects to be running at a \$750,000 pace.

• Under Mr. Ryan's leadership the bureau has been departmentalized into two divisions:

1. In cooperation with the networks and station reps, the national promotion division works solely on national radio promotion, which involves presentations to national advertisers and national account advertising agencies as well as publicity promotion.

2. The local promotion division concentrates on helping stations sell radio to local advertisers.

• The bureau thinks of itself as a parallel to the Bureau of Advertising and the Magazine Advertising Bureau. It is still often called upon to reiterate that it has no connection with television; indeed, one of the reasons for the bureau's formation was to combat TV inroads on radio.

Mr. Ryan has been traveling

around the country since late August attending the 17 district meetings. At each meeting, the BAB held a half-day convention explaining its new setup and plans for the future to broadcasters. These projects include:

1. Continuation of direct sales aids as in the past.
2. Adding the "Radio Salesman," a weekly digest of current radio sales information.
3. Monthly library bulletins containing over-all statistical infor-

Don Lee audiences have grown

Daytime audience 16.3% bigger
Evening audience 22.3% bigger

(according to Nielsen, 1st half of 1951 vs. 1st half of 1949, full network average audience, Monday through Friday)

Don Lee can deliver your sales message consistently to more people through their own, major, local selling medium at a lower cost per sales impression than *any other* advertising medium.

That's a *big* statement, but it's true because Don Lee is a *big* network. Don Lee broadcasts *locally* from 45 network stations in 45 important Pacific Coast markets with all the local selling influence and prestige that you need to do the best job of selling *within* each local market... where your sales are actually made.

As a matter of fact, Don Lee is the only selling medium actually designed to sell consistently to all the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored advertising than any other network on the Pacific Coast. Don Lee delivers *more and better* and the advertisers who sell the Pacific Coast know it.



WILLET H. BROWN, President • WARD D. INGRIM, Executive Vice-President
NORMAN BOGGS, Vice-President in Charge of Sales
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA
Represented Nationally by JOHN BLAIR & COMPANY

mation on the industry.

4. Monthly "Commercial Copy Bulletin" to improve the standards of radio copy with "how to do it" examples.

5. Continuing the controlled copy test now being conducted, in conjunction with KOMO, Seattle, and the Bon Marche department store, by Advertisers Research Bureau Inc. Through this survey BAB hopes to set a pattern for continuing copy testing and checking across the country to improve

advertising technique.

6. Beginning shortly in selected markets, a survey to determine the effectiveness of radio vs. television in the sale of branded products.

7. Continuing success story releases for national and local advertisers.

8. An eventual study aimed at showing advertisers and broadcasters the best ways of merchandising radio to the trade outlets.

9. A new basic presentation on the use of radio as an advertising medium.

10. Presentations for different classifications of advertisers of branded products to be shown directly to advertisers and agencies. The first of these, on automobile and tire manufacturers and dealers, has just been issued.

It's readily apparent that many of these projects are aimed at increasing the efficiency and pro-

ductiveness of radio advertising, which is BAB's way of saying there are two ways to cut advertising costs, only one of which is preferred.

Stations can simply cut their rate cards, which understandably is not to their liking, or they can show advertisers how to get the most for their money, which is the bureau's goal.

Also in the works is the setting up of a Chicago branch office in the near future, to be followed

shortly thereafter by a West Coast headquarters.

AFFILIATES COMMITTEE

The Special Affiliates Committee, set up last spring as a result of AM network rate reductions, will have served its purpose after it makes its final report to the National Assn. of Radio & Television Broadcasters in Chicago next April, according to Paul Morency of WTIC, Hartford, chairman.

At this writing, there has been no formal reply by National Broadcasting Co. to the committee's blast against NBC's plans for reorganizing its radio network structure (AA, Nov. 19).

Another meeting is planned for this month and the committee sent six representatives to NBC's meeting in Boca Raton. Mr. Morency expects to know better what the committee can and can't do in the way of research by the middle of this month, following consultation with Robert Elder.

much bigger on the Pacific Coast



The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM



that's what you like about the South's

Baton Rouge

With the announcement of Esso's \$38,040,000 expansion program in Baton Rouge, which will double its peak oil producing capacity, the immediate industrial growth planned for WJBO's area will top \$125,000,000. Here's what is in the works:

Name of Company	Amount
Esso Standard Oil Company	\$38,040,000
Ethyl Corporation	4,041,000
Kaiser Aluminum & Chemical Corp.	22,500,000
Sulvay Process Division of Allied Chemical and Dye Corp.	15,000,000
Gulf States Utilities Company	22,580,000
Ideal Cement Company	4,360,000
Naugatuck Chemical Division of U. S. Rubber Co.	3,000,000
Consolidated Chemicals, Inc.	500,000
Baton Rouge Tin Compress	38,530
Aromatics Refining Co.	12,000,000
Baton Rouge Engineer Depot	2,500,000
Southern Bell & Telephone Co.	1,000,000

\$124,559,530

Expand your sales in this expanding area — get on WJBO, the powerhouse station of Baton Rouge!

NBC's 5,000 watt affiliate in Baton Rouge, La.

WJBO
WBRL (FM)
AFFILIATED WITH THE STATE TIMES AND MORNING ADVOCATE
FURTHER DATA FROM OUR NATIONAL REPRESENTATIVES
GEORGE P. HOLLINGBERRY CO.

Howdy Doody's Sales Talk for Welch Grape Juice

This is how that NBC puppet and Bob Smith handle a commercial for Welch's juice on the afternoon show. First, Smith asks his peanut gallery, "Say, kids—is everybody happy?" Then (start at left):



HOWDY: Buffalo Bob, what does Welch's do for you?



BOB: Welch's grape juice helps keep me healthy. Yes sir! And it'll keep you healthy, too, kids...

Say kids, while the Royal Purple Cow's having her afternoon glass of frozen Welch's, let me tell you what happened Hallowe'en. Do you know, Clarabell frightened everyone out of their wits with a big scary pumpkin...



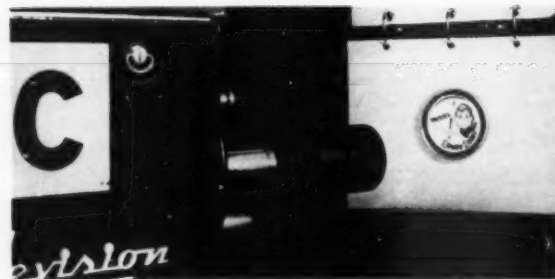
And then what do you think happened. He...



Sat there drinking all the Welch's—but the Purple Cow saw him, put on a big white sheet and...



Scared Clarabell so badly that he jumped and ran—and...



HOWDY: And remember, kids...You'll know Welch's because Welch's is the only grape juice with my picture on the top.

(The agency for Welch Grape Juice Co. is Doherty, Clifford & Shenfield. Owner and producer of the Howdy Doody show is Kagan Corp.)

**IN THESE MARKETS
it's A. M.
MORNING & EVENING**

Yes, and for A.M. radio in these markets —
"SPOT" the call-letters as listed here!

KFSA
Fort Smith
ARKANSAS

KBRS
Springdale
ARKANSAS

KHBG
Okmulgee
OKLAHOMA

PLUS
ABC

Great
Locally!

Represented Nationally by
JOHN E. PEARSON CO.

Owned & Operated by
SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, Pres.

Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

Simpson Logging to Buy Everett Pulp & Paper Co.

Everett Pulp & Paper Co., Everett, Wash., considered the largest producer of book and fine papers in the West, will be bought by Simpson Logging Co., Seattle, subject to completion of financial arrangements. Simpson is one of the major West Coast producers of lumber, doors, plywood and insulation board, with plants in Washington and California. The Everett company will retain its name and identity, and the management is essentially unchanged. W. P. Pilz, president and general manager for a number of years,

and with the company since 1902, will retire. He has been in ill health for some time. He will be succeeded as manager by A. B. Moody, who has been with the company since 1927.

Names Robert Cornish A.M.

Robert L. Cornish has been appointed advertising and sales promotion manager for Scandinavian Airlines System, New York. Formerly advertising manager of Great Lakes Carbon Corp., he replaces Sven Parrild, who is continuing with the company as a special advertising consultant.



**DON'T BUY YOUR
ADVERTISING BLINDLY!**

KNOW WHAT MARKETS YOU'RE REACHING
by advertising in magazines!

Don't waste money advertising to those people who are not logical prospects for your product. Magazine advertising enables you to select markets in which practically every reader is a prospect. There are magazines published expressly for almost any group you can name — magazines devoted to their particular interests and needs. Through magazine advertising, you reach a previously conditioned market — whether of business men, housewives, sportsmen, mechanics, or numerous other groups. No other medium offers so great an opportunity to choose the market your advertisement will reach.



Dearing·Louisville
C. I. DEARING PRINTING CO., INC., LOUISVILLE, KY.

A DIVISION OF FAWCETT PUBLICATIONS, INC.

COLOR

daring
printed



ATTRACTS

...and the handsome color reproductions in magazine advertising capture the reader's attention and interest—playing a major part in selling the values of products and services.

Only magazines offer such a wide range of color processes in placing your advertising before the nation. Technical advances and modern equipment enable magazines today to produce arresting, accurate color reproductions. When analyzed in terms of prospects reached, the cost is extremely low—and no other treatment is half so effective.

Color Attracts,
AND MAGAZINES LEAD IN COLOR

THE TEN TENETS OF MAGAZINE ADVERTISING LOOKS

... the best-looking medium of all

COLOR

... the most colorful medium of all

CONTENT

... the most diversified medium of all

FLEXIBILITY

... the most flexible medium of all

SELECTIVITY

... the most selective medium of all

EXPOSURE

... the longest-lived medium of all

AUTHORITY

... the best prestige-building medium of all

DISPLAY

... the best product-display medium of all

VOLUME

... the most market-extensive medium of all

ECONOMY

... the least money-expensive medium of all

Dearing·Louisville
C. T. DEARING PRINTING CO., INC., LOUISVILLE, KY.

A DIVISION OF FAWCETT PUBLICATIONS, INC.



GOOD PRINTING . . . ESSENTIAL TO EFFECTIVE ADVERTISING

Advertising relies on accurate reproduction for maximum effect. At the Dearing Printing Company, good printing is produced day and night by experienced and careful workers. Incoming plates are examined closely under powerful microscopes for imperfections, and where possible and practical, defects are remedied by Dearing workmen. All phases of the printing process are carried out with the same caution, resulting in printing that is a credit to both advertiser and printer. By quality production, the Dearing Printing Company has become known throughout the country.



Dearing·Louisville
C. T. DEARING PRINTING CO., INC., LOUISVILLE, KY.

A DIVISION OF FAWCETT PUBLICATIONS, INC.



WELL SPONSORED—Two top daytime TV stars in Chicago are Kay Westfall and Bob Murphy, seen on WENR-TV, 12-2 p. m., Monday through Friday. Among sponsors who pay the ABC station more than \$6,000 a week to get their products plugged on the "Bob and Kay" show are Lever, Kellogg, Goodrich and Swift.

FCC Estimates a 'Handful' of New TV Stations May Make Debut Before '53

WASHINGTON, Dec. 6—Despite shortages of basic materials, there is every indication now that TV will be "unfrozen" in the very near future and that a considerable number of new stations will be under construction before 1952 ends.

The Federal Communications Commission has completed three years of hearings on expanded TV service. A decision, opening up dozens of new channels in the ultra high frequency band, is expected some time in February.

With the lifting of the freeze, TV faces two major questions:

1. How fast will construction permits be issued?
2. Will materials be available for station construction and sets?

■ Curtis Plummer, chief of FCC's broadcast bureau, believes anywhere from 50 to 80 stations will be authorized by mid-1952. Since some applicants already have transmitters and other equipment in storage, a handful of new stations may actually be on the air before the year ends.

Most of the first grants will be in small communities which have no TV service at the present time. Larger communities, where the number of applications exceeds the number of available channels, will have to mark time while competing bids are considered by FCC.

FCC staff members have estimated that nearly half of the 168 standard metropolitan areas are in line for enough channels to more than serve all applications on file at this time.

■ But officials point out that a new flood of applications which will come when the freeze is lifted will inevitably change the situation.

According to FCC people, there is little possibility that any of the large communities will be in a position to get new TV authorizations without competitive hearings.

Meanwhile, FCC is searching for ways of speeding up competitive hearings. Normally, a hearing is a nine-month process from the time testimony is taken until a final decision is issued. In addition, in many instances the losing applicant ties up the decision by asking court review.

At the present time, FCC has only seven staff members who "hear" cases. It is asking the Budget Bureau to authorize an additional seven for the fiscal year that begins July 1, 1952.

■ The commission's new TV plan adds more than 70 UHF channels to the 12 VHF channels currently in use. It provides competitive service in every community, and three to four stations in most metropolitan areas. In theory, the new system can accommodate 2,500

stations, compared with a maximum of about 400 on the present channels.

During the three years that TV has been frozen, to enable FCC to "re-engineer" the system of channel assignments, approximately 450 applications have been held up. At the present time, all 108 stations authorized before the freeze are in operation, and in most markets set ownership is well past 50% of the potential.

FCC staff members estimate that at least another 500 applications for TV channels will pour in once the freeze is lifted. The total number of applications may be less than 950, however, since some of the pre-freeze applicants may have changed their plans.

■ FCC's processing of TV applications, though discouragingly slow, may turn out to be paced quite closely to the amount of TV construction that will be possible in 1952 and 1953.

With the defense program now entering its most stringent phase, defense officials say little station construction will be possible during the first half of the year.

But plans for the completion of defense plant expansion by mid-1952 should release sufficient material to support some station construction during the second half of the year, according to E. T. Morris, chief of NPA's electronics division.

At the present time, TV set output is confined to less than half the early 1950 rate. According to Mr. Morris, total set production in 1952 may amount to 3,500,000 or 4,000,000, compared with 7,500,000 in 1950 and about 5,000,000 this year.

■ TV apparently will enter the new markets as a b&w service, despite FCC's feverish effort to make it possible for new markets to start out with color.

Though color has FCC's approval, production of color sets using the CBS color wheel has been blocked by defense officials in order to conserve materials—particularly fractional horsepower motors, which are urgently needed in the aircraft program.

There are at least three possible developments so far as color is concerned:

1. That sponsors of rival color systems will ask FCC to reopen the color case and consider new, so-called "compatible" color-systems which deliver a b&w picture to existing b&w sets.

2. That a tri-color tube will be developed which will be used with the CBS system, eliminating the need for a fractional horsepower motor and clearing the way for set production in time to serve the new TV markets.

3. That production of motors

will be increased sufficiently to permit removal of the ban on color discs.

■ Introduction of the two-band system may leave owners of new UHF stations at a competitive disadvantage. In markets where VHF stations are already entrenched, the UHF station will have to induce set owners to buy a UHF adapter.

Even in new markets, it may be necessary to convince manufacturers that there is sufficient demand for UHF sets to warrant quantity production.

Some FCC members feel special steps may be necessary to stimulate UHF production. For example, Commissioner George Sterling feels set production may not get under way unless networks are induced to put up UHF stations and promote the service. To accomplish this, Commissioner Sterling is proposing that FCC permit networks to own two or more UHF

stations in addition to the maximum of five VHF stations permitted under FCC's monopoly rules.

Appoints Cummings Agency

Farley & Loetscher Mfg. Co., Dubuque, Ia., millwork and plastics manufacturer, has appointed the Rockford, Ill., office of Cummings, Brand & McPherson to direct its advertising. Previously, the company handled its own advertising.

McNaughton Buys WRMN

F. F. McNaughton and associates have negotiated to buy WRMN, Elgin, Ill., from George A. Ralston and Jerry C. Miller for \$60,000, subject to approval of the Federal Communications Commission.

'Country Gen' Names Driggs

Country Gentleman has appointed Edmund H. Driggs, formerly with Batten, Barton, Durstine & Osborn, New York, Pacific Coast manager.

Frank Davis Named PR Head

Frank D. Davis, formerly public relations director of Davis & Elkins College, Elkins, W. Va., has been appointed public relations manager of National Gypsum Co., Buffalo, manufacturer of wall board and other building material. He succeeds David A. White Jr., who is on active duty with the U. S. Air Force.

L&L Gets Food Account

Ley & Livingston, San Francisco, has been appointed to direct advertising for Chambers & Robinson, Seguin, Tex. A newspaper, radio and television campaign will start about Jan. 1 for Texas Tavern brand of complete Mexican dinners in cans.

Appoints Dillon-Cousins

Home Products International, New York, has appointed Dillon-Cousins & Associates, New York, to handle export advertising of the Boyle-Midway and the foods divisions. Foote, Cone & Belding was the previous agency.



"What do you want for 37¢?"

37¢ won't stretch very far at your local meat counter these days.

But on WAVE radio—37¢ will make 1000 sales impressions for you!

(1000 television impressions would cost you 99¢—1000 by newspapers would cost you \$8.94!)

Check Free & Peters for availabilities on WAVE radio!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.

5000 WATTS

NBC

**WAVE
LOUISVILLE**



Free & Peters, Inc., Exclusive National Representatives

Sponsors Like Garry Moore's Daytime Show

For All Its Casualness, His Show Requires Much Planning, Production

NEW YORK, Dec. 4.—When Thomas Garrison Morfit, a continuity writer with WBAL, Baltimore, was rushed in as a last-minute comedian substitution on the variety show for which he wrote, he little dreamed that in about ten years he would be disrupting the lunch time schedules — five days a week — of housewives across the country.



Garry Moore

Nor did it occur to him that as Garry Moore, a pseudonym he subsequently acquired by holding a radio contest for a new name (with a \$100 award for the winning recommendation), he would be the second most valuable property in Columbia Broadcasting System's television stables, bringing in an estimated \$6,000,000 in annual billings.

The Garry Moore Show, which goes out over the CBS-TV network, Monday through Friday, from 1:30 to 2:30 p.m., EST, is an example of one of the few big successes in daytime television. Besides housewives, some of whom, according to fan mail, schedule their day around the telecast. Garry's audience consists of night workers such as cab and truck drivers, factory workers, and civil service employes.

At this writing the show has a waiting list and eight sponsors who advertise between 16 and 20 products on the 20 quarter-hour segments weekly.

The complete list follows: Best Foods, Tuesday and Thursday; Corn Products, Tuesday; General Electric, Monday, Wednesday and Friday; Procter & Gamble, Monday through Friday; Quaker Oats, Thursday; R. J. Reynolds, Monday, Wednesday and Friday and Standard Brands, Monday, Wednesday and Friday.

Junket Foods recently dropped its 1:45-2 p. m. Tuesday segment, retaining the Thursday spot. Because of clearance problems, this part of the show will run sustaining until next month, when Owens-Corning Fiberglas Corp. will pick it up for two times, and then for 13 weeks, starting Feb. 5.

When the show first went over the air on Oct. 16, 1950, there was no such lineup; in fact, there was nothing. The program ran as a sustainer for nearly three months. Then R. J. Reynolds signed for sponsorship of Cavalier cigarettes, followed shortly thereafter by Procter & Gamble, and the rush was on.

Garry, who is 36 years old, is by no means new to housewives; at least his voice isn't. Having served stints across the country as announcer, sports commentator and comedian, including teaming up with Jimmy Durante, Garry took over the "Breakfast in Hollywood" radio show when Tom Breneman died suddenly. His current New York stay began a year and a half ago. Besides the daytime video effort, Garry's TV show for Johnson's Wax currently alternates

with Carnation Co.'s Burns & Allen (Johnson is dropping the show Dec. 27, however).

This is quite a feat for the crew-cut comedian because the daily show alone is enough to wear many a strong soul to a frazzle. The biggest problem, according to producer Herb Sanford, is getting everything done in so short a time.

First to arrive at the Mansfield Theater on 48th St., one of the many former legitimate stage houses around town whose best center orchestra seats have been replaced by TV cameras and control rooms, are the singers who show up punctually at 9 a.m. The

camera crew and song director take over from 10 to 11. Thrice weekly, the guest act for the day rehearses for the next half-hour.

In keeping with the show format, which tries to be "an excuse for the gang to get together" rather than a variety hour, these guest acts must be distinctive (e.g., character comedy instead of a straight laugh act) but are never a necessity to the program. Musical or dance acts are never used because the regular cast has three song acts daily.

Garry shows up at the theater between 11 and 11:30 after pecking at his typewriter since about 9 a.m. The entire cast now has a

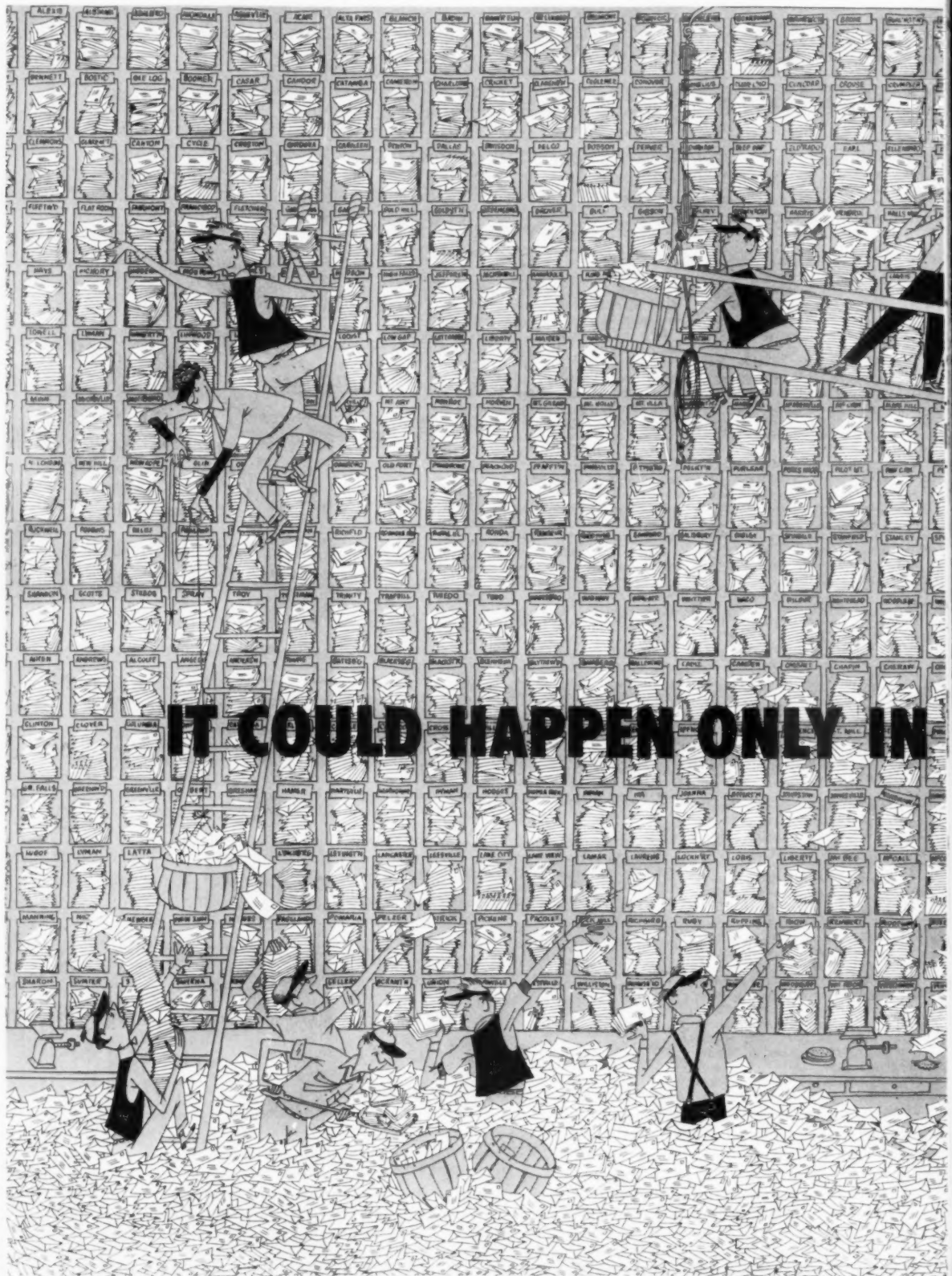
"walk-through, talk-through" till 1 p.m. Strict dress rehearsals are out, as that would destroy the show's informality.

A recent telecast, for example, began with a brief greeting by Garry, leading into a GE film vacuum cleaner, during which time Garry joshingly told the off-the-air studio audience: "This film runs forever."

Following the commercial, Garry made some comments on topics of current interest, read from a script on his desk that wasn't too well concealed. While the show frequently sounds like prac-

tically 100% ad lib, it of course isn't, and no great effort is made to conceal this fact from the television audience. Using scripts, however—even holding them in full view of the cameras for skits — doesn't seem to detract from the breezily informal pace.

During station breaks, a prop crew scurries on stage and changes the backdrop sign and desk props to that of the next 15-minute sponsor. Thus the program runs through a quick hour — talk, some ad lib, skits, songs, guest act, mailbag and commercials, either filmed, read from script or a combination of the two, with

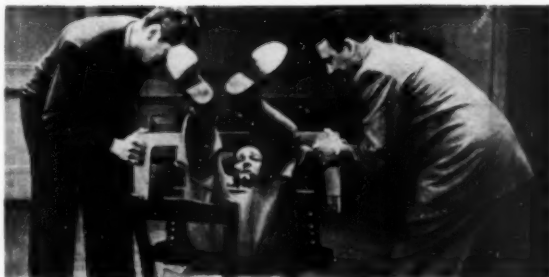


some ad lib.

Clarence Schimmel is the director but Garry's personal secretary, Hattie Colbert, is always on stage, sitting just beyond the camera's view with script in hand, giving time cues to the staff. Occasionally she is also televised.

Five writers, two of whom are full time, are kept busy scripting the show, which is planned a month ahead. Total personnel involved in turning out this daily entertainment mixture varies between 60 and 75, of whom some 20 work practically full time.

Frequent fan letters from admirers who wonder how the Garry Moore show manages to cover so



THREE CUT-UPS—Garry Moore, who provides top variety fare on his daily CBS telecast, gets sawed in two by magician Milbourne Christopher (right), a frequent guest on the show, and Durward Kirby, the comedian's announcer and straight man.

much ground five days a week is eloquent testimony that, for all its apparent casualness and unconcern, the program is a highly planned, expertly produced and well contrived television daytime undertaking.

Kotula Co. Named by Three

Kotula Co., New York, has been appointed to direct advertising for U. S. Pallet Corp., Providence Forge, Va., manufacturer of pallets and other materials handling equipment; Portman Instrument Co., Port Washington, N. Y., manufacturer of micro-optical comparators and projectors, and Court Press, New York, legal printing concern.

Broadcast Stations

(Oct. 31, 1951)

AM	
On the air	2,307
Under construction	98
Application pending	289
FM	
On the air	642
Under construction	10
Applications pending	9
TV	
On the air	108
Under construction	0
Applications pending	458
LICENSES OR PERMITS SURRENDERED (1951)	
AM	
Licensed stations	16
Permits	17
FM	
Licensed stations	56
Permits	12
TV	
Licensed stations	0
Permits	0

Bay Area Promotion Drive Illustrates TV's Pulling Power

SAN FRANCISCO, Dec. 5—Descoware, a special type of cooking utensil imported from France, has been promoted exclusively in the Bay Area by one weekly television show since March, 1951, when the product was introduced here.

The show, which the distributor, D. E. Sanford Co., has relied on, is the "Stag at Eve" quiz show on which an all-male panel offers commentary on questions submitted by female viewers.

The agency for the Sanford company is Raymond L. Sines and Associates. Raymond L. Sines, agency head, declared that "the results of the use of this single TV show as promotion for the product in this area have amazed not only us but the client. We were particularly interested to see the immediate primary pulling power of television."

■ On one show, two announcements promoted a special "TV offer" of a \$1.95 saucepan for \$1. A total of 2,183 viewers sent in their dollars and orders for the saucepans. According to Mr. Sines, the client "was astounded by this response to an offer made on a single program, pointed out by only two short announcements."

The agency also revealed that prior to the introduction of Descoware on the "Stag at Eve" show, newspaper ads for the product had been prepared. The response to the TV promotion was so tremendous that the newspaper insertions were subsequently canceled. The weekly half-hour TV production on KPIX remains the only promotion given Descoware here.

Chivas Scotch Available

Chivas Bros. Ltd., Aberdeen, Scotland, distiller, is celebrating its 150th anniversary by sending 100,000 executives in the U. S. personalized letters announcing that the company's 12-year-old Scotch whisky, Chivas Regal, may now be obtained here through Chivas Bros. Import Corp., which has opened an office at 405 Lexington Ave., New York. A notation at the bottom of the letter advises the reader that the stamp on the envelope is a collector's item, prepared for the Festival of Britain.

Oster to Klau-Van Pietersom

John Oster Mfg. Co., Racine, Wis., manufacturer of electric housewares, electric barber supplies and mixers and blenders for use in drug and bar fields, has appointed Klau-Van Pietersom-Dunlap Associates, Milwaukee, as its agency. Ivan Hill Inc., Chicago, formerly serviced the account.

WBEN-TV Promotes Torge

WBEN-TV, Buffalo, has promoted George R. Torge, formerly program director, to manager.

Radio has a long, long reach.

Long enough to give you complete coverage...to pull in mass returns not only from metropolitan areas but from hundreds of "outside" communities and rural areas as well.

Typical example #1: Blue Cross-Blue Shield wanted new subscribers in the Northwest. Using 15-second Class A station breaks only on WCCO, they pulled 12,000 mail and phone requests for applications in three weeks. From 510 different communities in Minnesota—and 180 communities in seven neighboring states.

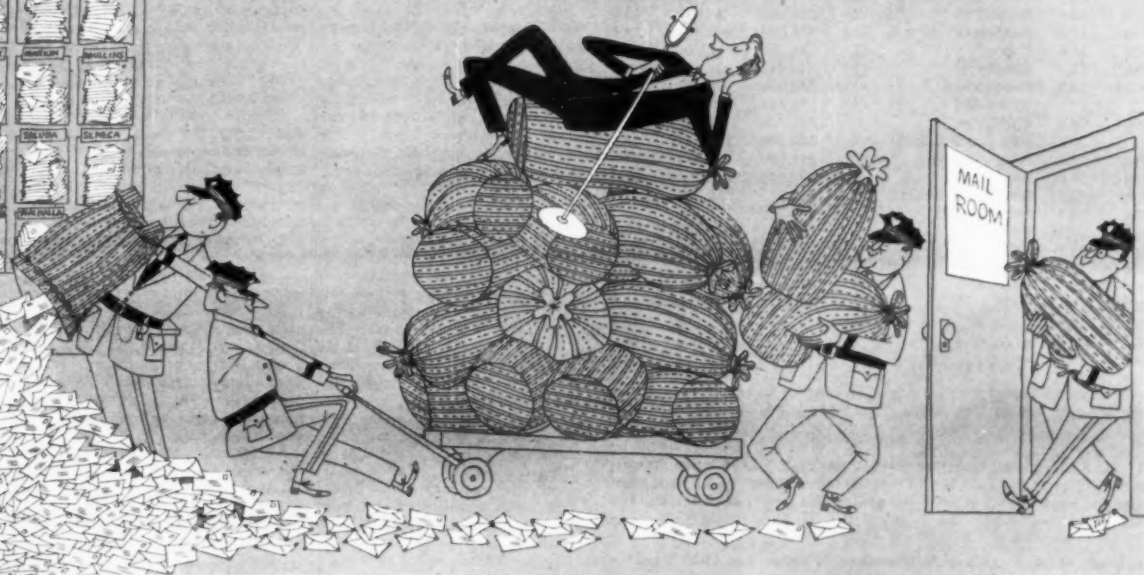
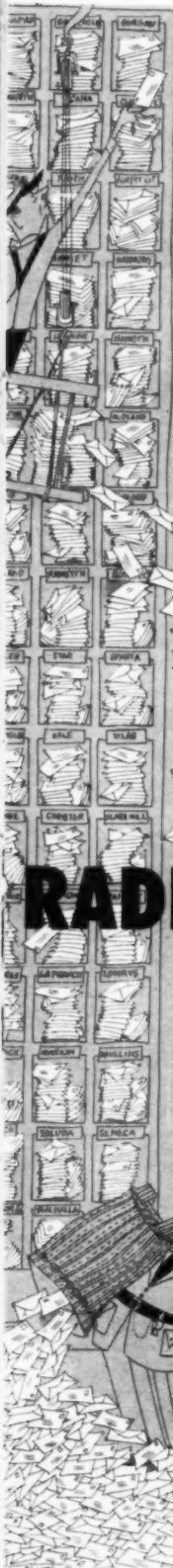
Typical example #2: French Market Coffee decided to test the pulling power of its WBT show. So they offered a "Bible

reminder coin" to the first 5,000 listeners who wrote in. After three broadcasts the offer was hastily withdrawn, because 6,137 requests flooded in from 244 communities in North Carolina and 142 in South Carolina.

Whenever and wherever you want to reach customers throughout a wide area, Radio can get you there. Economically! And in each of thirteen of your most important markets, the top-rated, most sales-effective Radio station is the station represented by CBS Radio Spot Sales.*

- *Representing:
- WCBS, New York
- WCCO, Minneapolis
- KMOX, St. Louis
- WTOP, Washington
- KNX, Los Angeles
- WCAU, Philadelphia
- WBBM, Chicago
- WAPI, Birmingham
- WBT, Charlotte
- WRVA, Richmond
- WEEL, Boston
- KCBS, San Francisco
- KSL, Salt Lake City
- and the Columbia Pacific Network

RADIO...and for the best in radio, call CBS RADIO SPOT SALES



Taking Pictures of a Television Screen Is Easy

CHICAGO, Dec. 6—It's relatively easy to make photographs from the screen of a TV set, and agencies have found a variety of ways for such pictures in recent months.

Photos made from the TV set now are being used in a wide variety of ways, including the following:

1. To check the effectiveness and time lapse spread of commercials. A clock (lighted to the same degree of brightness as the screen) may be placed on top of the receiver and exposures may be taken at intervals while the commercial is in progress.

2. To build a morgue of photos of successful shows to assist in developing scenery, to help work out future lighting arrangements, to suggest unusual camera angles, or to monitor announcers as they present commercials.

3. To obtain a series of photos during a programming sequence in order to protect original ideas under copyright regulations.

4. To obtain prints of sufficiently good quality for use on story boards, for publicity shots or for other similar purposes in an agency.

5. To secure a series of photos for use in dealer merchandising brochures or for use by a station in selling local participations.

6. To record unusual dissolves, montages and other special effects achieved electronically for future reference.

In order to take photos from the TV set, it is necessary to have a camera with an f3.5 or f4.5 lens and a shutter setting of 1/25th of a second.

Jerry Kalish, a student at South Shore High School in Chicago, began experimenting with TV

photos several years ago as a hobby, and has developed the technique to the point where he now does a substantial volume of commercial business. He explains the procedure to follow thus:

1. Use a camera with a lens opening of at least f4.5 or (preferably) f3.5. Cameras equipped with focal plane shutters are not satisfactory for copying TV images.

2. Load the camera with a "fast" film like Super XX, Superpan Press or a comparable emulsion.

3. Use a tripod and adjust the camera so that the center of the lens is level with the center of the video screen. The face of the lens and the surface of the screen should be as nearly parallel as possible.

4. Preserving the relationship described, adjust the camera so that the TV screen image covers as much of the negative surface as possible (in a few cases it will be necessary to use a close-up lens or a portrait lens).

5. Focus the lens on the 525 lines on the screen that make up the image, not on the image itself. This is accomplished most easily with cameras having ground glass focussing devices, but it can also be done with other cameras.

6. Adjust the receiver's contrast and brightness controls to get them as close to maximum settings as possible without causing flare at the edge of the screen or affecting the focus of the image on the tube.

7. With the f-stop wide open, set the shutter speed at 1/25th of a second and snap the shutter at times when the action on the screen is reasonably slow.

In order to frame the image and focus the picture when a folding

camera or a 35mm camera is used, cut a strip of wax paper the width of the film and thread it on the film rollers. When the focus is sharp, measure the distance from screen to lens so that the procedure will not have to be repeated (a black cloth thrown over the camera and the head of the photographer will shut out side light and make it easier to focus the camera).

If the camera cannot be focused close enough so that the image will cover the entire negative area, simply adjust the camera for the largest image it can take in sharp focus and then enlarge the negative.

A 10" screen is preferable when taking photos of the video receiver. Some larger screens have pronounced convex surfaces and sufficient curvature to put the edges of the film out of focus unless the camera is "stopped down." It also is possible to reduce the size of the image on the larger screens, but this is suggested only when accuracy is essential and the technical knowledge is available. Direct copying from 10" screens usually produces a superior picture.

The ideal exposure time is 1/30th of a second, since the two scanings which produce a finished image take 1/30th of a second to complete. However, the standard shutter setting of 1/25th of a second works out satisfactorily in practice.

It is important in making photos of television shows to give careful consideration to copyright regulations and to the property rights of actors, sponsors and the station. Use of photos may infringe these rights and it is advisable to check such matters with legal counsel.



THEATER-BOX LOBBY COMMERCIAL—At end of act over ABC on alternate weeks on "Celanese Theater," the camera goes to three people in theater box. Small talk is carried on briefly as people go to lobby. As girl mentions her dress contains Celanese acetate, extra man admires other girls in lobby. Camera shows girls as announcer (off-stage) picks up cue and describes good points of acetate in first girl's dress and second girl's suit. Camera returns to trio who return to box, as lights fade for next act.



BETWEEN ACTS COMMERCIAL—Mrs. Mildred Morton, executive editor of Vogue, in living room setting, picks out important silhouettes of today's fashions and tells about importance of new fabrics. Announcer takes cue and describes an example, as model comes to life and shows dress.



END OF PLAY COMMERCIAL—At the end of "Celanese Theater," store show windows with models are used, with announcer saying a few words about garment. Model breaks pose and shows dress as she describes the style, fabric, etc. Local stations then show store slides to tell where dress is available in each city. Ellington & Co. is the agency.

The 63 U. S. Television Areas, with Number of Radio and TV Homes and the Percentage of TV Homes to Radio Homes

CITY	STATIONS	RADIO HOMES (Sept. '51)	TV HOMES (Oct. '51)	% TV	CITY	STATIONS	RADIO HOMES (Sept. '51)	TV HOMES (Oct. '51)	% TV
Albuquerque	(1)	44,300	16,400	23.5	Memphis	(1)	218,300	98,800	45.3
Ames	(1)	168,500	64,000	38.0	Miami	(1)	148,300	77,000	51.9
Atlanta	(3)	259,900	130,000	50.0	Milwaukee	(1)	408,700	267,000	65.3
Baltimore	(3)	449,200	325,000	72.4	Minn.-St. Paul	(2)	430,100	276,000	64.2
Birmingham	(1)	243,800	43,100	17.7	Nashville	(1)	171,800	40,100	23.3
Birmingham	(2)	225,700	69,700	30.9	New Haven	(1)	340,200	188,000	55.3
Bloomington	(1)	127,900	17,500	13.7	New Orleans	(1)	215,700	63,500	29.4
Boston	(2)	1,110,900	787,000	70.8	New York	(7)	4,056,200	2,550,000	62.9
Buffalo	(1)	336,900	222,000	65.9	Norfolk	(1)	187,500	81,600	43.5
Charlotte	(1)	263,300	89,100	33.8	Oklahoma City	(1)	164,600	92,300	56.1
Chicago	(4)	1,681,100	995,000	59.2	Omaha	(2)	201,200	88,000	43.7
Cincinnati	(3)	415,000	278,000	67.0	Philadelphia	(3)	1,285,800	903,000	70.2
Cleveland	(3)	816,900	511,000	62.6	Phoenix	(1)	96,300	38,700	40.2
Columbus	(3)	306,900	164,000	53.4	Pittsburgh	(1)	816,400	320,000	39.2
Dallas-Ft. Worth	(3)	368,500	136,000	36.9	Providence	(1)	399,500	165,000	41.3
Davenport-Rock Island	(2)	188,400	67,800	36.0	Richmond	(1)	140,200	89,300	63.7
Dayton	(2)	280,000	142,000	50.7	Rochester	(1)	217,200	91,000	41.9
Detroit	(3)	909,300	542,000	59.6	Salt Lake City	(2)	135,300	55,300	40.9
Erie	(1)	161,000	53,100	33.0	San Antonio	(1)	141,300	52,300	37.0
Grand Rapids	(1)	183,300	79,700	43.5	San Diego	(1)	185,600	106,000	57.1
Greensboro	(1)	220,000	74,500	33.9	San Francisco	(3)	901,300	250,000	27.7
Houston	(1)	288,300	92,900	32.2	Schenectady	(1)	265,400	173,000	65.2
Huntington	(1)	216,900	55,400	25.5	Seattle	(1)	422,900	99,000	23.4
Indianapolis	(1)	345,100	158,000	45.8	St. Louis	(1)	588,200	317,000	53.9
Jacksonville	(1)	103,300	40,000	38.7	Syracuse	(2)	163,000	136,000	83.4
Johnstown	(1)	226,100	112,000	49.5	Toledo	(1)	262,100	116,000	44.3
Kalamazoo	(1)	202,200	49,500	24.5	Tulsa	(1)	157,300	77,500	49.3
Kansas City	(1)	420,900	144,000	34.2	Utica	(1)	107,600	53,000	49.3
Lancaster	(1)	152,900	113,000	73.9	Washington	(4)	427,500	289,000	67.6
Lansing	(1)	255,800	65,000	25.4	Wilmington	(1)	123,800	80,900	65.3
Los Angeles	(7)	1,680,200	1,025,000	60.6	Total U. S. TV Cities		26,224,200	14,003,500	53.4
Louisville	(2)	242,400	104,000	42.9	Total U. S.		41,903,000	14,003,500	33.4

Calculations of radio homes are by A. C. Nielsen Co., based on 1948 BMB estimate of radio homes, corrected to 1950 Sales Management county figures and 1951 NARTB radio homes total. TV figures from NBC. Each city's total represents unduplicated homes within 50-mile radius (except Los Angeles, 100 miles; New Haven and Lancaster, 25 miles each).

Editor's Note: In many cases radio's coverage is by no means restricted to 50 miles, but that limit—the one generally accepted for TV—is used for both media for the purpose of comparison.

Hollywood Stars Still Appear on TV, Despite Objections of Major Studios

HOLLYWOOD, Dec. 7—Publicly at least, the major motion picture studios have not yet changed their attitude toward television appearances of stars under contract. Standard contracts still do not permit players to make television appearances.

There are two potent reasons for this stand: (1) despite periodic disclaimers, concern over the effect of television at the theater boxoffice runs high, and the industry sees no reason why it should allow the stars that it has built to provide free entertainment, and (2) distributors and exhibitors have more than a few times made public their displeasure over stars on television competing with themselves when a picture of theirs is showing at the local theater.

many who feel that movie names may not make such a big splash in television. Louis D. Snader, president of the National Society of Television Producers, and head of Snader Productions, presents this viewpoint:

"In general, quality is the important factor in television from here on in. Names are not as important as quality. A lot of new, young talent is going to be developed because television offers the first outlet for that talent. Television audiences will recognize its value and demand more of it."

Actually, the studio's stand-offish attitude is based on economics. According to an estimate made by Jerry Fairbanks Productions—which has filmed more than 500 television programs—there are now 47 programs being filmed for television in Hollywood, for a total of some 24 hours of film each week, and a total of 940 hours for a 39-week cycle. This same estimate predicts that by the end of the year Hollywood will be producing 47 hours of film weekly. These figures relate only to sponsored programs, and do not include programs being filmed without a sponsor in hand.

It is true there is an increasingly large number of motion picture personalities appearing on television. Included are such names as Claudette Colbert, Dorothy Lamour, Joan Bennett, Lucille Ball, Red Skelton, Bob Hope, Don Ameche—and coming soon, Ginger Rogers.

Most of these are in the free lance ranks. A few, such as Hope, Skelton and Crosby, are either so well entrenched in the new medium that they can brave any threat of the movie industry to drop them, or they are stars of enough magnitude that they can make their own terms.

Sid Roell, v.p. of Fairbanks, last month predicted that in the not-too-distant future, a total of 400 hours a week will be filmed for television. This prediction was based on the belief that ultimately all stations would be on the air 16 hours a day, and a prediction

On the other hand, there are

by David Sarnoff, RCA, that as much as 70% to 80% of television programs will be on film.

■ On the other hand, the theatrical film industry last year produced 450 feature films (approximately 675 hours) and 550 short subjects (180 hours) for a total of 855 hours of film. These figures show that the television film industry is already producing 100 hours more of film per year than the motion picture industry.

However, based on a figure of \$15,000 as the price for an average half-hour television film, the TV film industry in Hollywood runs to \$825,000 a week, or \$32,175,000 for a 39-week year. No similar figures could be obtained for the motion picture industry, but these figures are available: Last year, the total amusement box office was \$1,800,000,000, with movies accounting for approximately 75% of the total. On this basis, the movie industry last year did \$1,350,000,000 of business.

■ It's true that this total does not all go to the studios—that it includes the take of distributors and exhibitors—but no matter how you slice it, the television film industry is still small potatoes in Hollywood.

Of course, this is an industry picture, and is not likely to affect the thinking of an individual performer who sees the possibility of getting more out of television than he or she does from theater pictures. As the opportunity arises for a star to control a TV package with a potential long life, with residual rights reserved, it is possible that one by one stars will get on the television bandwagon. Enough of such instances could push the major studios into television production in self-defense.

■ Because of the majors' stake in theater motion pictures, to date Hollywood film activity for television has been confined to the use of facilities of independent lots, formerly used only by independent theater film producers. The recently-in-the-red lots of Hal Roach and Eagle-Lion are now in the black, thanks to television production. Other studios now being used for television production include Goldwyn, General Service, RKO-Pathé, Chaplin and Motion Picture Center. Jerry Fairbanks Productions, with its own facilities, is cramped for space. Over-all, the studio facility situation is becoming a real problem, and by next spring is expected to be very tight.

While no major studio is in television production, Universal-International has announced TV production plans for its subsidiary, United World Films. Monogram and Republic are also expected to begin production for television shortly after the first of the year. One of the majors might be said to be in television—Paramount Pictures. Bing Crosby, a Paramount stockholder of note, heads the very active Bing Crosby Enterprises. Also, its owned station, KTLA, is servicing a substantial number of stations with programs. These are recordings, not film, however.

■ In recent years, there has been considerable discussion of the value of the thousands of "A" pictures in the vaults of the major studios. These are apart from the ones now on television, which are either the product of independent or English studios, or are films sold to distributing organizations sometime back for re-issue.

The value attached to this reservoir by some estimates has been fantastic. A contrary view was expressed recently by Donn Tatum, director of TV for American Broadcasting Co.'s western division (AA, Oct. 29, 1951). He said that "the importance in TV

broadcasting of feature-length motion pictures made primarily for theater purposes will constantly be diminishing.

■ "This tendency will inevitably result from the different requirements in the two media with respect to the time of the program, costs, production techniques and the difficulty of accomplishing with a feature-length motion picture that close relationship between the program content and the

advertising objective of a TV program. For that reason, the estimates bandied about of the enormous value of motion picture libraries now in the vaults of the major motion picture producing companies will prove to be highly excessive."

Also affecting the potential value of such films in the eyes of the studios is the recent suit in which Roy Rogers was successful in restraining Republic Pictures from televising any of the 81 films he

made for them, either under sponsorship or as a sustaining program. Sustainer use was prohibited because, in the view of Federal Judge Pierson M. Hall, showing in that manner was also commercial in that it was promoting the station, if nothing else.

■ This decision has given rise to many conflicting opinions. Judge Hall's decision indicated a belief in differences between theater and television showings, because of

who pays the freight. He said he was impressed by a statement Roy Rogers made on the stand to the effect that "in a theater the audience provides the entertainment by paying for it, whereas on a television set in a home the advertiser or the television station paid for it, and provided it free to the audience."

This language, and other parts of the judge's decision, have been taken by some to give the green light to the use of these pictures

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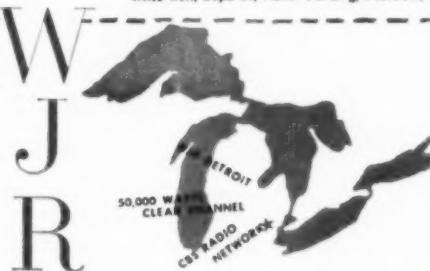
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compiled from the State Automobile Registration Bureaus of Michigan, Ohio, Indiana and Pennsylvania. Here's a booklet that all advertisers and agencies will find invaluable in measuring the potential of a great

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on subscription television. The language does not appear to bar use of Rogers' films where the viewer pays the freight for the privilege.

There are also those who feel the decision applies only to a personality of Rogers' stature, who can show he is being affected commercially by television showings of his theater pictures (Rogers is now making a series for showing under General Foods sponsorship).

■ Again, the language of the decision can be construed to uphold this viewpoint. A major point was the fact that Rogers had been permitted to exercise commercial rights to his name, apparently, in the jurist's opinion, so he could make additional money that Republic wouldn't have to pay him. He observed that it is apparent commercial advertising rights have a tremendous value, and that the "principal element is the right of Rogers to control it." He noted that Rogers has taken great pains to do so.

The position can be taken on this reasoning that the decision applies only to personalities with similar contracts, in which their rights to commercial tie-ups are spelled out. Regardless, the Screen Actors Guild viewed the decision with favor, and a representative said "a prime goal of Screen Actors Guild is to stop any theatrical pictures from being released on television without suitable, fair arrangements with the actors."

■ Gene Autry also has filed suit against release of his films for television. This suit will not be pressed for trial until after Republic has appealed the Rogers decision, as is now being done. More recently, notice of legal action was given Republic by Bobby Blake, who was featured in 28 "Red Ryder" films as "Little Beaver."

Blake's contract with the studio was similar to that of Rogers relating to commercial tie-ups.

The only one of the western stars who has actually cashed in on the popularity of westerns on television in a big way to date has been William Boyd (Hopalong Cassidy). Several years back, Boyd foresaw the potential value of the old films in which he starred and bought them outright.

He told AA that although he legally would have "the right of privacy" and the films could not have been shown without payment to him, individually he has a stronger position in their disposition as owner.

■ Boyd bought 54 of his pictures; 52 have been shown on television. He now has 14 pictures produced by him in theatrical exhibition; these will soon be made available to television, he said. Mr. Boyd says he paid an average of \$135,000 per film for the 54 pictures he bought. (This figure is higher than most trade reports.)

However you add up the Hollywood film picture, there is no question that television production has added substantial activity in an industry that, from the theatrical side, has been picking up after several relatively poor years.

The general thinking seems to be that there are two factors operating to stimulate Hollywood television film making even more in the very near future: (1) Now that it is here, most of the first enthusiastic "hurrahing" for TV live shows is going, and (2) It's felt that live shows from either end bump and bounce against the time differential.

■ The three-hour differential from Hollywood to New York, or vice-versa, means there just isn't the audience rated by a top program at one end or the other. Mostly, the problem is answered by TV recordings, but on the coast, they've been pretty bad and get nothing

but a sneer. The probability of improvement of these is admitted, but the belief is television recordings can never come up to film quality, and that viewers won't settle for less.

Lastly, it is common knowledge that many of the top-flight comedy stars on television live in Hollywood and would like to work in their own backyard. An increasing number of these shows are coming live from here this fall, with several of them predicted as veering toward film.

Despite the burgeoning of tele-

vision film production in Hollywood, the mortality list is high. There isn't anyone who can come up with a 100% list of the producing companies which have announced opening of shop... the total is well up in the hundreds. Today, there are in the neighborhood of 90 companies which lay claim to be in business to produce films for television.

The facts are that possibly 30 are active. There are somewhere in the neighborhood of 200 pilot films made. But most of these will go no further, lacking either a

sponsor or sufficient financing.

In New York as in Hollywood, name entertainers with a flair for television are being courted by the networks. Wherever possible, the networks are signing those they think have sufficient drawing power to exclusive contracts. A performer is a real piker if the news of such contracts, when reported in the papers, doesn't at least show up in six figures.

NBC, which still remembers vividly CBS' heavy raid on its comedy stables a few years ago, makes the biggest headlines in this respect.

Some stars this network has signed are apparently getting everything except the NBC chimes.

Milton Berle, since he gave up guest appearances on CBS in exchange for a 30-year contract "with all kinds of security," lovingly refers to NBC as the Nat Berlecasting Co. The network's press release announcing the adding of Ralph Edwards—not now on a national telecast—to its stable of stars indicated the agreement calls for Mr. Edwards to receive \$6,500,000.

Among the others who have TV

It pays to buy the giant

Now, more than ever. For in Chicago, WBBM now delivers 56.4% more radio homes*—and a 36.8% higher average weekly rating among these homes†—at a lower cost per home than before the advent of television.* Today, WBBM delivers more radio homes and higher average ratings at a lower cost per home than any other Chicago radio station or major advertising medium. The buy is **WBBM**!



*1947-1951 comparison of actual radio homes tuned to WBBM per quarter-hour. In these four years, the number of radio homes in metropolitan Chicago alone has increased 15.7%... and even more throughout the entire 237-county WBBM area.

†From July-August 1947 to July-August 1951. This increase is apparent during every period of the broadcast day—morning, afternoon and evening. It means an increase of more than 15 million home impressions delivered by WBBM each week during 1951 over 1947 in metropolitan Chicago where TV is strongest... and even more impressions in the five-state "outside" area where WBBM has virtually no TV competition.

*For the same cost you now get 56.4% more listeners per dollar than in 1947, before TV.

*Chicago's Showmanship Station • 50,000 watts • 740 kc CBS Owned • Represented by CBS Radio Spot Sales.



(and in some instances radio as well) exclusives with NBC: Jerry Lester, Kate Smith, Burr Tillstrom (creator of the Kuklapolitans), Bob Smith and "Howdy Doody," Groucho Marx, Bob Hope, Dean Martin & Jerry Lewis, Eddie Cantor, Ed Wynn, Danny Thomas, Jimmy Durante, Jack Carson, Fred Allen, Sid Caesar, and his co-star, Imogene Coca, Olsen & Johnson, Donald O'Connor, Ezio Pinza, Abbott & Costello, Red Skelton (for TV only, CBS has him for AM), Dinah Shore, William Bendix, William Gargan and Jack Carter.

Mr. Carter, among others, has not been working regularly on video recently.

(Not using the exclusive stamp as freely as NBC, CBS' list starts with the people acquired during the capital-gains raid on NBC. Benny and "Amos 'n' Andy" head this group. Then there's Columbia's number one man, Arthur Godfrey, Garry Moore, Sam Levenson, and Steve Allen, a West Coast import.)

Other names who will be doing all their video work (for the length of present contracts, anyway) before CBS cameras: Ginger

Rogers, Frank Sinatra, Ken Murray, Alan Young, Ed Sullivan and Jackie Gleason. Two dramatic newcomers, Maria Riva and Mary Sinclair, are signed to exclusives and are being given a big buildup by Columbia.

American Broadcasting Co. has seven performers signed to make all their TV appearances for its network. Three of ABC's top radio stars — Walter Winchell, Don McNeill and Paul Whiteman — and Don Ameche, Frances Langford, Gloria Swanson and Mary Hartline form this group.

American Stores Starts 21st Year on Station WCAU

PHILADELPHIA, Dec. 5—Back in 1931, American Stores Co., one of the nation's largest food chains, decided to add something new to its established weekly newspaper advertising. It decided to experiment with radio.

At that time, American hired Alan Scott to do a radio show on WCAU entitled, "Your Asco Re-

porter." The results were so favorable that they have continued on the same station straight through until the present day.

Only recently, American Stores renewed for its 21st year of uninterrupted and exclusive radio advertising on WCAU, and today is one of the heaviest food retailer radio-television advertisers in the country.

■ The company's greatest radio forte has been its woman's show, with stress on its Home Service Bureau. The same holds true for television, where American Stores is a daily sponsor on WCAU-TV.

The woman's angle first cropped up in 1932, when the company had been sponsoring the newscasts for about a year. Elsie Carroll was the first home economist to take to the air for American, with advice to housewives and some tips on good food buys.

Today, Gladys Webster carries the radio end for the company on WCAU, with some supporting radio spots in the evening. Spots are carried on four other stations in the mid-Atlantic region where its 1,500 food outlets are located. The company also has a show in Baltimore to support newspaper space there.

■ A spokesman for the company told ADVERTISING AGE that it decided to enter radio because "like everything new in the advertising field we thought it was a good medium for both advertising and public relations." The company has consistently felt that its radio shows and its more recent daily television programs helped its retail outlets win good will for the stores, in addition to selling merchandise.

The company spokesman said they have not been able to determine exactly how much radio and television have increased sales for American Stores. But he pointed out that, with \$500,000,000 in sales annually, it would be difficult to point to any one reason for sales increases.

As it stands now, American Stores will continue being a radio and television sponsor for many, many years.

Appliance Jobber Uses Radio Show for Dealer Meetings

DENVER, Dec. 6—In addition to a daily one-hour radio program over KTLN here aimed at consumers, Western Appliance Corp., jobber and distributor of appliances and radios to dealers in Colorado, Wyoming and western Nebraska, has found the radio show to be a successful method of conducting its dealer meetings.

Western Appliance holds as many as six dealer meetings each year, during which the regular radio show is broadcast from the company's auditorium. These shows include on-stage interviews with visiting dealers, who in the past have numbered up to 200 from the three-state area.

■ George Thompson, the company's board chairman, reports these meetings have been extremely well received. They "give the small, out-of-town dealer a chance for a little ego building and publicity. The public also likes to hear from the men who sell them."

Western Appliance buys the time and talent for the show, now going into its third year, and sells cooperative advertising to dealers throughout its area. The company also runs a comprehensive schedule of spot announcements on KTLN, devoted to commercials for Zenith radios, with spots reading: "This is Denver's voice of music, KTLN, 1150 kilocycles on your Zenith radio dial."

economy size!



16 Years on Radio, One Year on TV— 'Hit Parade' Works Hard for Luckies

NEW YORK, Dec. 7—"Your Hit Parade" is a radio show that has been on the air since 1935 with the same sponsor—American Tobacco's Lucky Strike.

And last year, Luckies, with an assist from Batten, Barton, Durstine & Osborn, made a successful jump into television with the same popular music format.

The video version is seen via NBC-TV on Saturday nights while the radio production is heard over NBC on Thursday evenings. The two shows were made into entirely separate productions largely because of the greatly increased rehearsal and production schedules, and because wider operational freedom could best be attained that way.

■ The radio version currently fea-

tures Guy Lombardo and his Royal Canadians, along with leading girl vocalists, while the TV show stars Eileen Wilson, Dorothy Collins and Snooky Lanson, the Hit Paraders and dancers, and Raymond Scott's orchestra.

Some of the distinguished alumni of the radio "Parade" are Lenny Ross, Bea Wain, the Merry Macs, Barry Wood, Orrin Tucker, Joan Edwards, Frank Sinatra, Lawrence Tibbett, Johnny Mercer, Andy Russell, Ginny Simms, Martha Tilton, and Dick Haymes.

A recapitulation of songs aired on "Your Hit Parade" shows that only eight numbers have been ranked in first place ten times. They are: "Buttons & Bows," "I Hear a Rhapsody," "I'll Be Seeing You," "Now Is the Hour," "Peg O' My Heart," "Some Enchanted



TWIN ENTRY—"Your Hit Parade," longtime radio fixture, is now also seen on television. Radio offering features Guy Lombardo (left) and his Royal Canadians (NBC-Thursday nights). TV at-



traction (at right) stars Eileen Wilson, Dorothy Collins and Snooky Lanson, and Raymond Scott's orchestra. American Tobacco Co.'s Lucky Strike has sponsored "Parade" since its beginning in 1935.

Evening." "A Tree in the Meadow," and "White Christmas."

■ The problem of creating new settings and arrangements on the

TV show—for songs that are rated among the leaders week after week—is a knotty one. The trick, AA was told, is to go into a huddle and accumulate ideas from the

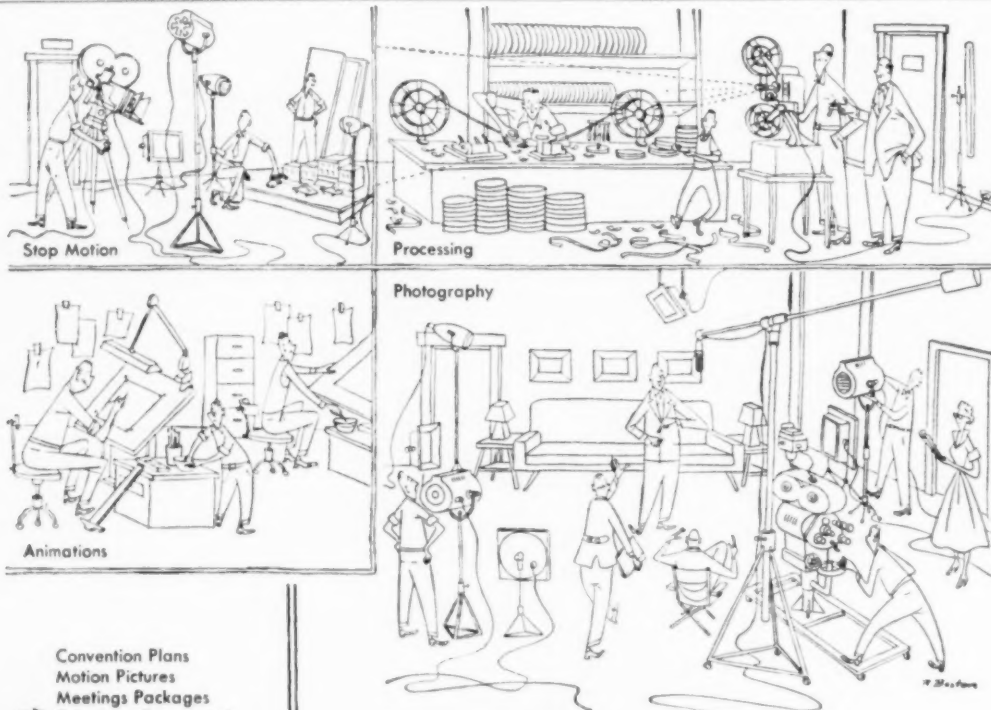
songs themselves and work it out from there.

Some sort of costume renting record has been set by "Parade," which runs for 30 minutes on TV (as it does on radio). It is estimated that as much as \$1,300 has been spent on dresses and other wearing apparel for the singers and dancers appearing on one performance. The average number of costumes required by the TV version each week is 75—and many of these are produced especially for "Your Hit Parade."

■ Another difference between the audio and video presentations is the number of people each requires. For radio, about 16 performers and an over-all total of 35 people are necessary to get the program on the air. These figures zoom for TV, which requires 35 to 40 performers and a total of perhaps 130 people.

When "Your Hit Parade-TV" started in the fall of 1950, it was spotted at 10:30 p.m. on Saturday nights. The radio version was aired at 9 p.m. the same night. This led to complications, since the same cast was used in both. It was primarily for this reason that the radio performance was moved up to Thursday evening. One other factor in the change was the probability that American Tobacco was interested in moving some of its programming away from the weekend period and into a weekday night slot.

In addition, American Tobacco was, and is, planning to send its radio cast on a tour of armed forces installations and defense centers.



- Convention Plans
- Motion Pictures
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- Television Commercials
- Demonstration Devices
- Screen Advertising
- Skits
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- Training Manuals
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- Poster Charts
- Banners
- Training Devices
- Quiz Materials
- Speech Coaching
- Pageants
- Stage Presentations
- Portable Stagettes
- Meeting Equipment
- Projection Service
- Colored Film Productions
- Field Surveys
- Convention Supervision

One-Stop Service

Here you see a television commercial being filmed by a team of Jam Handy experts for an agency and an advertiser who wants to woo more customers. Filming a budding love interest? Well . . . yes, in a way! Love for TV.

The Jam Handy Organization specializes in *visual selling* . . . knows how to drive home a sales message with the triple impact of sight, sound and motion. An old timer in TV, Jam Handy is staffed with top-drawer production men and has created some stand-out television commercials for nationally known names. (Have you seen the dancing cigarettes?)

Equally important, Jam Handy's One-Stop Service permits you to complete your program at this single source. One-Stop Service saves time . . . management time and accounting time. And it puts the complete responsibility where you want it . . . on *our* shoulders, subject to your command.

If you want greater returns from your television commercials, call or write the Jam Handy office nearest you and your advertising agency.

The
JAM HANDY
Organization

Offices → NEW YORK 15 1775 Broadway • WASHINGTON 6 1730 H. Street, N.W. • DAYTON 2 310 Tabbott Bldg. • DETROIT 11 2821 E. Grand Blvd. • PITTSBURGH 22 930-932 Penn Ave. • CHICAGO 1 238 North Michigan Ave. • LOS ANGELES 28 7046 Hollywood Blvd

Holeproof Hosiery Plugs Christmas Gift Package

Holeproof Hosiery Co. of Canada, London, Ont., is using 500-line insertions in newspapers and a three-fold self mailer to dealers to promote its special Christmas gift package—a black box with a sprig of mistletoe on either side in natural colors surrounded by "extremely kissable lips in red." The lower right hand corner bears the words "nylons of note by Holeproof" in red and green.

The lid is green, with the words "a personal Christmas greeting" in reverse script across the front and back, with a special greeting card imprinted on the inside lid. The package is equipped with a gold braid handle. Walsh Advertising, Toronto, is the agency.

Appoints Root-Mandabach

Wallace A. Erickson & Co., Chicago, and its subsidiary, Lee S. Smith & Sons Mfg. Co., Pittsburgh, dental supplies manufacturers, have appointed Root-Mandabach, Chicago, to direct advertising. Trade publications, direct mail and convention exhibits will be used.

Kroger Co. Promotes Allen

Kroger Co., Cincinnati, has promoted Charles J. Allen, merchandising research director, to sales service department director. He has been with the company since 1946.

5 Minutes by 5 Minutes . . .

Esso Has Spent 16 Years in Radio as Sponsor of Low-Cost News Show

8,000 Active Commercials Are Kept on File for Use on 52 Stations

NEW YORK, Dec. 5—Esso Standard Oil Co. believes in broadcast advertising to the tune of more than \$2,000,000 a year. It has used radio since the early '30s, and in 1935 became the first major user of five-minute news broadcasts.

It has been interested in television since TV started, and in 1939 is credited with having been responsible for the first regular series of TV programs prepared especially for TV.

After 16 years of joint experience on the air, Esso and its radio and TV advertising agency, Marschalk & Pratt Co., believe they know the answers to many of the questions that confront every broadcast advertiser.

■ Discussing some of the highlights of Esso's use of radio and TV with an AA reporter recently, R. M. Gray, advertising and sales promotion manager of the company, and S. H. Giellerup, one of the partners of Marschalk & Pratt, disclosed for the first time some of the background and methods of the Esso programs.

Actually, Esso has used radio since 1933. It first sponsored a variety show, a dramatic show and then Guy Lombardo. It was not until the fall of 1935 that it started its "Esso Reporter" newscasts.

The change-over came about in this way. Marschalk & Pratt, which took on the Esso account in '35, made an analysis of the first 100,000 telephone interviews made by Clark, Hooper Inc. (now C. E. Hooper Inc.) on radio listening. This analysis showed that the lowest cost per 1,000 could be obtained by using short, frequent time periods at low talent cost.

■ At that time, there were relatively few news broadcasts. Associated Press would not allow any of its material to be broadcast. United Press had just negotiated to sell a wire service to National Broadcasting Co. Marschalk & Pratt learned of the UP-NBC deal before NBC had established a rate.

Esso and agency executives were in agreement on the desirability of having a news program on radio, and together they persuaded NBC to sell news in four daily, five-minute segments to one advertiser, instead of in 15-minute segments to four advertisers.

This was the first major use of five-minute news programs. The Esso program started on six or seven stations and proved effective enough to be extended throughout Esso territory, which covers 18 states from Maine to Louisiana.

■ The Esso Reporter has continued on approximately the same basis ever since. It is now carried by 52 stations, bought on a spot basis, and on most of the stations it is still a five-minute program, four times a day, six days a week.

From the beginning, the advertiser bought news from the broadcasting station, which in turn bought the news service from news associations, originally from United Press exclusively, later, from either UP or Associated Press, when the latter organization started selling news to broadcasting stations.

From the beginning, also, the stations assumed responsibility for the news. Neither the advertiser nor the agency has ever given any instructions on the selection of news or how it was to be handled. The only suggestion ever made by the advertiser was that it would like to have several local news items included in the 14 or 15 items selected for broadcast. When possible, this suggestion has been followed. But basically it is up to the station to select the news stories that are broadcast. The contracts call for the stations to pur-

chase UP radio news service or equal.

There have been many examples of the programs' effectiveness. Mr. Gray told AA. Probably the most conspicuous and continuing example is the response that the company receives from listeners. The most striking example, he said, is the 4,000,000 glass banks sold by Esso service stations as a direct result of the commercials on the news broadcasts over a period of about three years, starting in 1940. As a result of this, the company received a directive from the Treasury Department during World War II to urge owners of the glass banks to break them up and put their copper pennies back into circulation.

■ The Esso news programs have been checked by A. C. Nielsen Co. from the beginning of the service. (Continued on Page 80)

*** FIRST IN MADISON FOR 26 YEARS!**

WIBA
MADISON, WIS.
NBC

*** First in listeners — First in value to advertisers. Write today for latest surveys and market data.**
WIBA and WIBA-FM

AVERY-KNODEL, INC.
REPRESENTATIVES
BADGER BROADCASTING COMPANY

5000 WATTS ON 1310 • ESTABLISHED 1925

BBDO Newsletter

- 1 Waring Plus
- 2 Cost Splitter
- 3 Smooth Going
- 4 Ads Overseas



1 **New this season on The Fred Waring Show** (Sundays, CBS-TV) . . . program themes and often the commercials themselves are built around personalities, backed by the outstanding singers, dancers and instrumentalists who make up the Pennsylvanians. General Electric Company product presentations are skillfully staged to blend with a well-paced program of musical entertainment.



2 **With this technique**, an advertiser can often "own" an entire magazine page while paying for only three-quarters of it. J. R. Wood & Sons, makers of Artcarved rings, have found readership for both their fractional-page ads is boosted when they share a single picture. The reader's eyes naturally pull the split illustration together across the intervening editorial column—get a single, strong impression.



3 **Frostilla has** been smoothing and soothing hands since 1873. Now a dramatic new campaign, which broke with a full-color spread in *Life* last month, is opening new department- and drug-store outlets for Frostilla as an all-purpose, all-over-body lotion. Striking photography and a new basic theme, "Frostilla pampers ALL of you," highlight all of the new Frostilla fragrant lotion advertisements.



4 **Pointing up** the increasing scope and importance of export advertising, there were more than 650 entries in this year's "best ad" contest, sponsored by the Association of International Advertising Agencies. Ads prepared by BBDO won two of six awards made. In picture, Arch Beyea, Association president, presents plaques to Julio Vargas of Du Pont, John Nemesh of F. & M. Schaefer Brewing Co.



AMUSED—Robert M. Gray (left), advertising-sales promotion manager of Esso, with Alan Young, film star Cesar Romero, and R. H. Jones of Marschalk & Pratt, Esso's radio-TV agency. The Esso-sponsored Alan Young Show made its first live broadcast over the transcontinental coaxial cable Nov. 8.

motion pictures plus interviews. When the United States entered World War II the program had to be stopped.

At the end of the war the program was resumed over NBC from 7:50 to 8 p. m. daily. Spot announcements on film also were used.

The company's first departure from a news program was in 1949 when it telecast a show called "Tonight on Broadway" which was a TV performance of the highlights of current Broadway shows. But it was found very difficult to get shows lined up in time for proper presentation on the air, so the program was not continued beyond its first cycle.

In April, 1950, Esso signed up the "Alan Young Show" on CBS. It is still running on 24 stations on the network every Thursday from 9 to 9:30 p. m., EST. Last summer, as a replacement program during the vacation period, Esso put on a 30-minute news program for ten weeks, which, during the ten



GOOD FRIENDS ARE GOOD BUSINESS—That is the philosophy behind Esso Standard Oil Co.'s Your Esso Reporter, which has been on the air since 1935. Plaques are presented to stations at the end of ten years of continuous broadcasting of the program. Shown here at WGY, Schenectady, are (l. to r.): W. T. Meenam, original voice of Esso Reporter; W. J. Courtney of Esso; Harry Green, Esso district manager, presenting plaque to Bob Hanna, station manager, and E. J. Whitehead of Esso's radio and TV advertising agency, Marschalk & Pratt.

and in the area in which the programs are broadcast it has been found that the 24 different Esso broadcasts each week reach more people than any other single program on the air.

Since telecasting started, Esso has been interested in using it. In 1939, Esso started the first regular series of TV programs prepared especially for television, when it inaugurated over NBC a ten-week series of the Esso Reporter on TV, with a combination of still and

weeks it was telecast, received an average rating of about 20, which, as Mr. Giellerup points out, is high for a news program.

The way commercials are handled for the Esso programs is both interesting and illuminating. Both the company's and the agency's research departments carry on surveys for data on listeners' reactions to commercials. Similar surveys are conducted by Daniel Starch & Staff, and CBS program analyzers also are used. All of these surveys into listeners' reactions have indicated that Esso commercials have an effect above average, Mr. Gray said.

Esso maintains 8,000 active commercials on file for its radio programs in each of the 52 stations it uses. It uses between 20 and 30 different advertising themes for Esso products and services. Its advertising agency maintains teletype communication with each of the stations.

During the war a new commercial had to be put on the air. Copy was written, approved and transmitted to the radio stations within half an hour after Esso had ordered Marschalk & Pratt to "put it into the works."

Everything possible is done to promote local events via local stations. This makes possible a combination of product selling and good will promotion. People have to drive to such events as a local fair, an apple blossom festival or a sports event, which means business for Esso service stations.

At the end of its first ten years on the air Esso presented silver plaques to the stations which had carried Esso radio programs. The occasion in each instance was made into something of a local event. Special broadcasts were put on and local celebrities were invited to participate.

Special programs for local use also are prepared by Esso for dealers' programs. These include recordings and a portfolio of commercial suggestions. Between 500 and 600 dealers use these programs, and the broadcasting stations help to sell them in many instances.

Continuing research of listeners' reactions, and searching analyses of commercials used indicate that Esso is still on the right track in its broadcast advertising. The value of tying in local events with newscasts has been amply demonstrated, and so has the use of a variety program on TV.

In short, the whole Esso broadcast advertising program is professionally handled, continually checked, supported by advertising in other media — newspapers, magazines, sales promotion and outdoor — and continually adjusted to meet changing conditions as the need arises.

Cattell Joins Fairbanks

Ralph Cattell, formerly v.p. in charge of sales and a board member of Wilding Picture Productions, has been appointed head of the new sales division of Jerry Fairbanks Inc., Hollywood, commercial TV film producer.

THERE'S ONLY ONE EIFFEL TOWER

... and there's **ONLY ONE**

National Radio Network devoted to SMALL TOWN and RURAL AMERICA

Each year thousands of people flock to the Eiffel Tower, the only one of its kind — but, every day, millions of people, who live in rich, Small Town and Rural America, are listening to their home town stations which are affiliated with the fast growing Keystone Broadcasting System — the only national, established transcription network reaching this market!

According to BMB, these Americans listen more often and longer to their local level impact stations — than they do to the far off metropolitan power stations. And these same Americans possess more than half of the nation's buying power!

There are 476 KBS stations . . . strategically located, now delivering this sales-producing local level impact for many of America's most particular advertisers! All of these stations may be purchased in a complete package — or the number required to cover your distribution pattern.

NO TELEVISION RECEPTION!

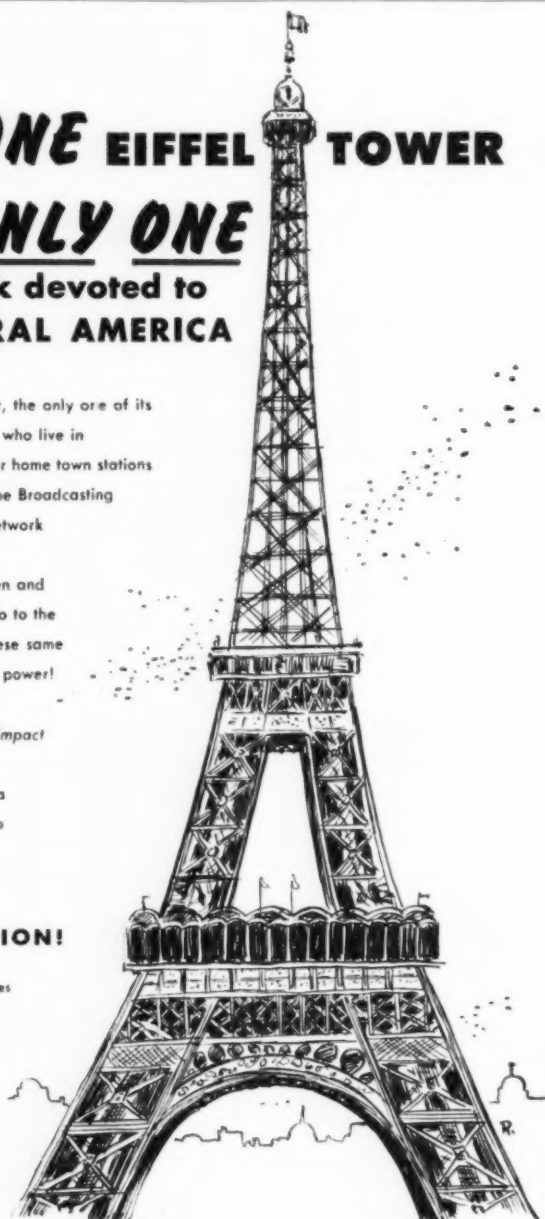
Small Town and Rural America possesses few television sets. Practically all of the KBS affiliates are in towns of 50,000 or less . . . where there's little or no satisfactory TV reception. Keystone listeners are radio fans!



The Voice of Rural America

KEYSTONE BROADCASTING SYSTEM, Inc.

NEW YORK: 336 Fifth Avenue
CHICAGO: 111 W. Washington



Seattle Show Boosts Safety, Promotes Sales

SEATTLE, Dec. 5—A unique radio program that has won national recognition for its contribution to traffic safety now is building sales for a northwest insurance company, Preferred Insurance Exchange.

The program was originated three years ago by the Washington State Patrol. Once a week in a half-hour evening show the patrol presents on-the-spot interviews, recorded on tape by members of the highway patrol during the course of their day and night work.

The broadcasts include tense dramatic moments, ranging from 80-mile-an-hour pursuit to the report of court action in extreme cases. The title of the show, "Could This Be You?" suggests the range of audience appeal. It won the National Safety Council's first-place award for the outstanding public service program for 1950 and *Reader's Digest* carried an article on it in August.

■ A year ago, Preferred Insurance Exchange bought the show, through its agency, West-Pacific Agency, Seattle. Gradually the number of stations has been stepped up from five to 14, as the company built its own network for platters on "Could This Be You?"

Broadcasts are on a cooperative basis, paid jointly by the Exchange and its local agents. Commercials are live, and written for each agent. The response has been so good that the program now constitutes the only major advertising of the Exchange.

From the outset, Preferred Insurance has made the show a promotion for its local agents. Commercials direct listeners to telephone the local agent. Each broadcast evening, the agent is in his office, waiting for those calls. The net result is many new sales, directly traceable to the program.

■ The commercials are designed to appeal to the careful driver who wants to cut his insurance costs. Preferred Insurance Exchange, a reciprocal company, saves its policyholders up to 30% on automobile insurance. A typical commercial carries this pitch:

"Friends, are you getting full value for your insurance dollars? Or are you like a lot of people who are paying the freight for the other fellow? You see, most insurance companies have but one rate. A rate that covers everyone, drinking drivers, careless drivers, and safe, careful drivers. That means the safe, careful driver falls into the same category as the drinking, careless fellows, even though he should get preferential treatment. He pays the same rate. Does that seem fair?"

"The Preferred Insurance Exchange doesn't think so. They think careful drivers should pay a premium based on what kind of driver they are. They should get a low rate as a reward for careful driving. Thousands of car owners like this common-sense way of selling insurance protection and have made the switch to Preferred. How about you? Can you qualify as a safe, careful driver? If you can, Preferred may save you up to 30% on premium costs. Call—right now and find out how much you can save with Preferred..."

■ Some agents receive as many as 10 to 20 calls after each broadcast. One man who had been writing an average of 20 new policies a

month went to 150 policies when the program came to his city.

Now, to build further interest and audience participation, West-Pacific is developing a \$5,000 contest, with prizes offered for traffic safety jingles. The plan is for a winner each week, a winner each month, and a grand prize award at the end of three months.

Murray to 'Family Circle'

Mrs. Martha Murray, formerly with Music Corp. of America, New York, has been appointed research assistant on the promotion staff of *Family Circle*.

Early Leaves Wank & Wank

Jack Early has resigned as account executive of Wank & Wank, San Francisco agency.

Can FM Sets Be Sold? Stations, Dealers, Manufacturers Plan One Last Big Attempt

(Continued from Page 49)

to record substantial sales gains would be a severe blow to the broadcasters.

■ NARTE's three test chairmen—Kenneth Schmitt, WBA, Madison, for Wisconsin; E. Z. Jones, WBBB, Burlington, for North Carolina, and Everett Dillard, WASH, Washington—are urging broadcasters to build up as much "FM only" programming as possible for the test period.

"FM only" program lists, supplied to dealers, will be displayed prominently in appliance stores.

In addition, program logs are scheduled to appear in co-op newspaper ads placed by manufacturers and dealers.

In the past few weeks, FM has experienced a wave of excitement. Several applications for new permits have reached FCC. Among them were applications for reinstatement of WIST, Charlotte, and WSAI, Cincinnati, which had been off the air.

In all, there are 644 FM stations on the air at the present time, 551 of them fully licensed. During 1951, only 14 construction permits have been issued, while 61 sta-

tions, including 36 that were on the air, have been deleted.

New Picadilly Cigarettes to Air Show on WABD

The newly formed Picadilly Tobacco Co. has signed a 26-week contract with WABD of the DuMont Television Network, to introduce its new Picadilly cigarettes. The company bought "Story Theater," a new series of films produced for TV. Hilton & Riggio is the agency. The program will be seen Sundays from 11 to 11:30 a. m.

CBS-TV Names Dave Kees

Dave Kees, formerly production manager of KPIX, San Francisco, has been appointed director of special events for the Columbia Broadcasting System TV division.

Make
Your
Film
Commercials
do
DOUBLE
DUTY



Here's a way to make your TV Film Commercials do a far bigger job at far less cost per viewer. Use them as Spot Movie Ads (60 or 80 seconds) on the screens of movie theatres. You can add a whopping 40 million movie-goers per week to your audience—or you can select special markets, even special neighborhoods in practically any city or town with 1,000 or more population.

In giant billboard size on a movie theatre screen, your TV Films have much greater selling punch... and they get virtually 100% attention!

Whether or not you are now using TV, you can use Spot Movie Ads (Film Commercials) to help you increase your business. Clip and mail the coupon now.

 **The Movie Advertising Bureau**
MEMBER COMPANIES:
UNITED FILM SERVICE, INC. • MOTION PICTURE ADVERTISING SERVICE CO., INC.

National Offices: NEW YORK: 70 EAST 45th ST. • KANSAS CITY: 2449 CHA'LOTTE ST.
CHICAGO: 333 NORTH MICHIGAN AVE. • CLEVELAND: 526 SUPERIOR N.E.
NEW ORLEANS: 1052 CARONDELET ST. • SAN FRANCISCO: 821 MARKET ST.

MOVIE ADVERTISING BUREAU
P.O. Box 1223, G.P.O. New York 1, N. Y.

Please send me more information about
Spot Movie Ads in Theatres.

NAME _____

YOUR COMPANY _____

ADDRESS _____

Sponsors Keep Their Names in Front of the Camera

SPONSOR IDENTIFICATION — More and more advertisers are getting into the video act by making sure that their names or products are where they will be seen during most, if not all of the show. This practice is prevalent among several companies, whose television advertising is otherwise quite restrained. We have yet to see anybody turn

off a performer just because he was working against a backdrop of the sponsor's product, but these pictures — selected from a long list of possibilities — indicate how many advertisers are in there pitching during the entertainment portion of the show. to get all their money's worth.



LEFT: Name plates of the stars of "Juvenile Jury" (NBC-TV) plug Scotch Brand cellophane tape through the 30-minute session. Small-fry guests of the show come on stage through a blowup of the product.



CENTER: Nobody has to guess who is giving away the money when Bert Parks offers people a chance to "Break the Bank" (NBC-TV). RIGHT: Sealtest banners are located strategically on "Big Top" (CBS-TV).



LEFT: Blowups of the product his telecast sells cut Art Linkletter down to size as he talks with kiddies on ABC-TV. CENTER: Anybody who watches "Junior Circus," presented over ABC-TV on alternate weeks by



Hollywood Candy, is able to tell what is being said. RIGHT: Another show with high sponsor identification, is "Celebrity Time" (CBS-TV), whose host, Conrad Nagel, here interviews Jackie Robinson.



LEFT: Revere's emblem is in the picture a good deal during "Meet the Press" (NBC-TV) because of its proximity to the guest who rates most camera attention. CENTER: Like most TV panels, the "What's My Line" quartet sits behind a desk which gives the sponsor a plug at convenient intervals not associated



with the commercial. RIGHT: Super-salesman Arthur Godfrey sometimes waits until the last possible minute to mention the sponsor, but the Lipton product lineup is right in the picture when he interviews the "Talent Scouts" (CBS-TV).



Denver Paint Maker Says Exclusive Use of Radio Boosted Sales 11% in Past Year

DENVER, Dec. 5—Kohler-MacLester Paint Co. here, manufacturer of Komac paints and distributor of Colorizer colorant tubes, attributes an 11% increase in its sales volume during the past fiscal year to the exclusive use of radio advertising.

Radio, the company feels, is the perfect medium for advertising its Colorizer system of utilizing any one of 1,322 different colors of

paint, through mixing the chosen colorant and Komac grey or white.

Following the formation of Colorizer Associates in 1949 and the development of Colorizer colorant by Bennet Paint Co. in Salt Lake City, Kohler halted the production of all paint colors except white and grey.

■ A spokesman for Arthur Rippey & Co., the company's agency, re-

ports that "within half a year, the radio promotion had put Kohler-MacLester in the foreground among regional manufacturers. Though we had only a \$16,000 budget, the radio campaign did not lose one dealer for Kohler-MacLester. In fact, within six months we had increased the number of independent dealers from 120 to 248."

The company's radio budget is divided between "Bryten-Up Time," a recorded music show over KLZ, Tuesdays, Thursdays and Saturdays, 7:15-7:30 a.m.;

"Two on the Aisle," a program of semi-classical music transcribed from 8:30 to 9 p.m. Tuesdays, and four daily spots on KOA at 10:30 a.m. and two a week on KOA between 7:15 and 7:30 a.m.

Kohler, with stores in Albuquerque, N. M.; Amarillo, Tex., and Grand Junction and Greeley, Colo., also sponsors a program over KOB in Amarillo.

Colorizer Associates, besides Bennet Paint and Kohler, includes 12 other independent paint companies, all of which contribute to the national advertising of Color-

izer products. The national account is also handled by Arthur Rippey & Co.

AC Spark Plug Promotes 3

AC Spark Plug division of General Motors, Flint, Mich., has promoted Edgar H. Francois, Detroit regional manager, to the new post of sales manager of replacement products. Howard L. Wilburn has been promoted to Detroit regional manager, succeeding Mr. Francois, and William C. Lee has been promoted to manager of the Chicago sales region, succeeding J. C. Lindell.

Radio Busily Signs Sports Events While TV Works Hard on Promoters

Nine-City Survey Finds Both Have Good Sports Coverage, but Seek More

CHICAGO, Dec. 6—While telecasters, sports promoters and newspapers have been discussing the effect of TV on gate receipts, the nation's radio broadcasters have been busy trying to supplement the heavy schedules of sports events they already are carrying.

And for their part, the telecasters, in an effort to retain what sports schedules they have, are doing all they can to convince sports promoters that the medium is a help, not a hindrance, to attendance.

This was the consensus of ADVERTISING AGE's correspondents in nine representative cities, who queried radio and TV station managers on their sports programming plans for the coming year. Newspaper sports writers also were asked to express their views on whether or not they plug for more televising of sports.

■ Here are some of the highlights from reports of AA's staff correspondents across the country:

Frances Rowland, St. Louis—"Those in the sports and television fields here share this common opinion: TV has done far more to promote sports than to hinder them. And to make the sports picture even rosier, radio stations that carry a heavy sports schedule are not worried about TV competition; in fact they seem to be riding the crest of the wave of sports popularity brought about by TV."

Noel Wical, Cleveland—"This is a sports-mad town, particularly in baseball and football, and the airing of events is looked upon by the fans as an imperative public service. Radio and TV will give good coverage in 1952, if new regulations and exorbitant rights fees do not prohibit."

■ Ellis Walker, San Francisco—"The outlook for sports programming on San Francisco radio and television stations is brightening considerably. Along with the current opposition to the NCAA experiment on football telecasting, local sports enthusiasts and even newspaper sports writers are taking an ever increasing interest in expansion of sports on television. Station managers offer the consensus that television next year will find itself just about as unhampered in the matter of what sports events will be open to programming as radio is at present."

Ben Faulkner, Cincinnati—"Both AM and TV stations are out after all the sports programs they can clear, but bans imposed by promoters and schools have held them back. The newspapers in Cincinnati have been very fair in promoting sports for both AM and TV, and have gone out of their way in publicizing sports programs, and in trying to get promoters to allow televising of sports programs."

■ Florence Millsaps, Portland, Ore.—"Sports programming for the coming year hinges on whether or not TV will come to Portland in the near future. The current year has seen more evening football programs broadcast—not only single games, but programs of the 'roundup' variety. Most of the sponsors have indicated they wish the programs to continue into the coming year, even after the football season has ended."

Allea Sommers, Philadelphia—"All local radio and television stations are interested in expand-

ing their sports coverage. The TV stations are mighty unhappy about the denial of broadcast and telecast rights. In 1952 almost every station will attempt to expand its coverage of all sports events."

■ Sports writers queried held conflicting views regarding television's effect on sports. Bob Burnes, sports editor and columnist for the St. Louis Globe-Democrat, said that "TV makes as many new fans for the sport concerned as it loses old ones." And in some cases, he added, TV serves to re-

new lost interest on the part of former fans.

But Jack Carberry of the Denver Post, dean of Denver's sports writers, told AA's Carolyn Shubart that "TV sportscasts mean the end of the small college's football chances." As an example he cited the showing of the Nebraska-Colorado game on theater TV in Denver. This showing cut attendance at the Denver University-Utah State game "by 700 people," he said.

■ In Philadelphia, newspapers have been firm supporters of televising sports, and have devoted considerable space to the NCAA controversy and to the Justice Department's suit against the Na-

(Continued on Page 84)

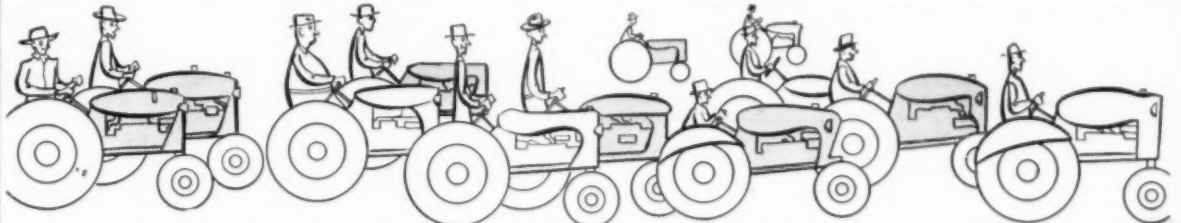
Here's help for **small TV BUDGETS!**

8 Second Spots with audio as low as \$50.00

"It's refreshing" a TV advertiser told us recently, "to discover a source for TV film spots that is so easy on small budgets." Large advertisers too like the showmanship we pack into TV spots and the economy our "know-how" assures. Write for details.

Filmack STUDIOS
1335 S. WABASH AVE. CHICAGO

No matter what your film needs are we can supply it for TV or Theatres—16 or 35mm.

In the KFAB Area BIG Tractors Do More Work Than LITTLE Tractors!



By **W. H. BEDFORD, SR.**
District Manager, General Sales
International Harvester Company
Omaha, Nebraska

Yes—it is quite obvious that big tractors do more work than little tractors. And so it is obvious in selling that **BETTER SALESMANSHIP DOES A BETTER JOB OF SELLING.**

In the case of tractors not only must the farmer-buyer be sold, through the proper release of intelligent facts, but the dealers, too, must be sold. They, like the farmers, must be informed, impressively, week after week.

KFAB's "farm department" has unearthed many facts about farmers and implement dealers. These facts have helped KFAB to program wisely and to reach those farmers and dealers, successfully. The facts have also been used to wisely suggest to advertisers the kind of programs to use and when to "air" those programs.

This spreading, rich **MIDWEST EMPIRE** is peopled with industrious folks who earn money and spend money. You can "sell" them ALL at a profit if you use a low cost advertising medium specially tailored to do the job.



Represented by **FREE & PETERS INC.,** General Manager **HARRY BURKE**

tional Football League. This is understandable in view of the fact that WCAU and WCAU-TV are owned by the *Evening Bulletin* and WFIL and WFIL-TV are owned by the *Philadelphia Inquirer*.

But the problems involved in televising sports are felt rather strongly by the Philadelphia press, including the *Daily News*, which has no radio-TV affiliations. The feeling has been that the public is to be served and the public has a right to view sports on TV—but with some exceptions.

The *Inquirer*, in particular, has unofficially adopted a policy of not telecasting fights or major sports events in the localities in which the event is being held.

■ In at least one city, Boston, the sports promoters and the telecasters seem to be in perfect agreement.

An executive of Station WNAC-TV told AA's Bob Ginsburg that, "So far as we are concerned, we have more sports events to carry than we have time to give to them. What with Boston Braves' baseball games, and Sunday pro football, as well as all the sporting events from the Boston Garden and Boston Arena, we are extremely well situated."

As for college football, this same spokesman said he felt that the doling out of TV rights by the NCAA would be relieved shortly.

■ Here's the radio-television sports situation, city-by-city, as AA's correspondents found it:

SAN FRANCISCO—Television officials here believe that sports promoters have been overlooking the value of the medium in building boxoffice for their events. "They're going to realize that television will bring them new customers and be eager soon for us to start expanding our sports programming to include them" is the way one program director puts it.

An indication of the trend is the scheduling by Tide Water Associated Oil Co. of telecasts of 12 University of California and Stanford University basketball games this winter. Six home games of each school will be televised over KGO-TV. The oil company also sponsored the only two Pacific Coast Conference football games permitted by NCAA this fall.

■ **St. Louis**—Wrestling is enjoying the greatest boom in 15 years here, and Sam Muchnick, president of National Wrestling Alliance, credits TV with building up the sport. Local matches are not televised, but Station KSD-TV carries matches from Chicago, many of these same wrestling cards later being booked into St. Louis.

Although Bill Veeck, new owner of the St. Louis Browns, could not be reached for comment, it is known that he would like to telecast as many games as KSD-TV could possibly schedule. Last season the station carried only a few games. Fred Saigh, owner of the St. Louis Cardinals, is said to be more reluctant about using TV.

Station WIL, which carries all Cardinal baseball games, intends to expand its radio coverage of sports to include more college basketball and more professional and college football next season. Station KWK, which airs all St. Louis Browns games, also carried all Missouri University football games this year.

■ **Dallas**—Since this city is not on the coaxial cable, and doesn't receive live network programs, there is naturally less concern here about TV rights to major sports events than in cities where TV is a bigger factor. Both Dallas TV stations—WFAA-TV and KRLD-TV—are carrying a "fair amount" of sports programming. Neither the TV nor the radio stations plan any



INQUIRY PULLER—Shortly after John Meck (left), president of John Meck Industries, signed Wendell Hall, "The Red-Headed Music Maker," for an evening TV stint over WBKB, Chicago, on Oct. 22, the number of inquiries the show pulled for information on Meck's Red-Head TV set was doubled through an "identify the mystery tune" gimmick. This return was increased by 50% when Meck started, on Nov. 19, to give away one set each week to the owner of the oldest TV set reported to the dealers whose phone numbers are given during each of the daily broadcasts. Fensholt Co., Chicago, handles the Meck account.

particular changes in their present KRLD-TV carries some eight pattern of sports programming. hours of sports per week, both

live and film. Two sellout Southwest Conference football games were permitted to be telecast live this fall by NCAA. Sunday films of Saturday games are a big drawing card, but high school football failed to draw here on TV.

The Dallas Eagles of the Texas League permitted the telecasting of Friday night and Sunday afternoon home baseball games, dividing them between the two stations. Radio coverage of both football and baseball has been extensive, especially on KLIF, the home station of Liberty Broadcasting System.

■ **CLEVELAND**—Station WERE, a sports-news-music station, has a program that includes exclusive broadcasts of the Indians' baseball games, the Browns' professional football games, and the Barons' hockey games, plus recreated baseball games and local college and Notre Dame football games.

WERE reports that it has more than doubled its client list, and that a "good deal" of its new bus-

iness is national. The station also boasts "the only local radio program for American Chicle's Beeman's Pepsin Gum."

■ The Indians' games are sponsored by Standard Brewing Co. (Erin Brew); the Browns' football games by Atlantic Refining Co. and Cleveland Brewing Corp. (Carling's beer and ale), and the Barons' hockey games are on a participation basis.

Station WXEL probably will televise the Indians' home games and the Browns' out-of-town games. The latter, however, might be affected by NFL rulings.


This city's boxing and wrestling promoters long have been cool toward both radio and TV. In boxing, it doesn't matter, because there is very little of it; in wrestling, TV stations see no reason to meet promoters' prices, what with an abundance of network grunt-and-groan available.

■ **DENVER**—This city, the second-largest in the country that does not

Here are some of the radio people who sell

That's me **GROUCHO!** 670 on your dial

WMAQ
 NBC WEDNESDAYS

Relax! Enjoy **DAVE GARROWAY** 670 on your dial

WMAQ
 NBC WEEKDAYS

UNCLE NORMIE spins 'em 670 on your dial

WMAQ
 NBC WEEKDAYS

FATHER KNOWS BEST 670 on your dial


WMAQ
 NBC THURSDAYS

Hear **BAND OF AMERICA** 670 on your dial

WMAQ
 NBC MONDAYS

TALLU is TERRIF...dahlings 670 on your dial

WMAQ
 NBC SUNDAYS

The **GREAT GILDERSLEEVE** 670 on your dial

WMAQ
 NBC WEDNESDAYS

MARTIN KANE...Private 670 on your dial

WMAQ
 NBC SUNDAYS

Your **HIT PARADE** 670 on your dial

WMAQ
 NBC THURSDAYS

FIBBER MCGEE and MOLLY 670 on your dial

WMAQ
 NBC TUESDAYS



The 20 eye-catching poster designs on these pages represent WMAQ's strong outdoor advertising promotion for November and December. They appeared on 87 Chicago area billboards and represented

40,716,000 potential reminder impressions per month!

This is just another example of the strong promotional support WMAQ gives its advertisers to build its dominant audience.



COMMERCIAL TECHNIQUE—These three pictures show Riggio Tobacco's way of keeping viewers aware of its cigarettes. At left, announcer Bob Warren and "Leave It to the Girls" femcee Maggi McNellis collaborate on the commercials for the NBC-TV show. Center, Miss McNellis details the reasons for buying her

sponsor's brand as the camera moves in for closeups of her and the product. At right, panel members lend a hand with the commercial as Bill Stern waits for the battle of the sexes to resume. Brooke, Smith, French & Dorrance is the agency.

have television, has ample radio coverage of virtually all sports, which breaks down like this: KMYR—carries Liberty network's baseball game-of-the-day; all Denver Bears baseball games; all Uni-

versity of Denver basketball and some high school basketball; CBS' boxing matches (KLZ, local CBS affiliate, has been unable to schedule these fights); hockey games; Denver University football; pro-

fessional football (through Liberty network), and fill-ins on high school games.

KOA (NBC owned)—Colorado University football (sponsor: Standard Oil of Indiana). KFEL

(Mutual affiliate)—Denver University football; World Series; hockey and basketball. KLZ—13 sports headline and news shows weekly, plus CBS' football game of the week.

KTLN, Denver's newest station, which operates only in the daytime, has tried to break away from sports because it says its biggest audience is housewives. But the station still carries one Liberty network baseball game per week.

KVOD (ABC affiliate) broadcasts only network football, and also attempts to steer clear of too much sports programming.

■ CINCINNATI—Baseball broadcasts and telecasts here are tied up completely by WCPO, AM and TV, for the Burger Brewing Co. on a long-term contract. The Cincinnati Reds allow only afternoon TV, banning it for night and also for Sunday games, unless the park is sold out on a Sunday.

Cincinnati telecasters also came close to a tussle with the NCAA when they decided to try to get an okay to televise the University of Cincinnati-Xavier game, which was sold out well in advance. The newspapers backed the telecasters, but before the matter was taken to NCAA, University of Cincinnati officials claimed it would be unfair to those purchasing tickets with the understanding that there would be no TV, as well as to Station WKRC, which was to broadcast the game, so the issue was dropped.

■ PORTLAND, ORE.—This is the largest population center in the U.S. without television. Radio broadcasts of most sports are an accepted thing. Boxing, however, is a different matter. Prior to 1945 bouts were aired, but have been off since then because promoters said that they cut the gate.

Even though it has no TV, a local Admiral dealer estimated that there are at least 1,500 TV sets in Portland. Between 400 and 500 actually are in use, with most of them trying to get programs from Seattle, or an occasional freak response from some more distant city.

PR Committee Appointed

The American Gas Assn., New York, has appointed a public relations committee to decide whether an industry-wide program of public relations should be instituted. Ernest R. Acker, president of Central Hudson Gas & Electric Co., Poughkeepsie, has been appointed chairman of the committee.

Bothwell Promotes Nodine

Wright Nodine, a member of the merchandising division of W. Earl Bothwell Inc., New York, has been promoted to v.p. in charge of West Coast operations. He will manage the agency's Hollywood office.

Palmer Promoted to A. M.

Donald J. Palmer, advertising production manager, has been promoted to advertising manager of Minnesota Paints Inc., Minneapolis. He succeeds C. A. Carlson.

Rickard & Co. Moves

Rickard & Co., New York agency, has moved to 11 E. 36th St.

better than paper to the great[®] midwest!

Enjoy the *HALLS OF IVY* 670 on your dial
WMAQ
 WEDNESDAYS

Disc Jockey *WED HOWARD* 670 on your dial
WMAQ
 WEEKDAYS

Get *HEP-Hear HOPE* 670 on your dial
WMAQ
 TUESDAYS

Music King *WAYNE KING* 670 on your dial
WMAQ
 WEEKDAYS

PHIL HARRIS and ALICE 670 on your dial
WMAQ
 SUNDAYS

Your *HOUSE OF MUSIC* 670 on your dial
WMAQ
 SATURDAYS

Tommy Bartlett's *Welcome Travelers* 670 on your dial
WMAQ
 WEEKDAYS

It's Fascinating! Hear *DRAAGNET* 670 on your dial
WMAQ
 THURSDAYS

THEATRE GUILD 670 on your dial
WMAQ
 SUNDAYS

The Gay *CHEZ SHOW* 670 on your dial
WMAQ
 NIGHTLY



Via WMAQ's brand new transmitter tower—250 feet higher than the previous one—the WMAQ signal now reaches 17,500,000 people—an addition of 300,000 to the WMAQ "family".

Hexed Hutch or Nobrow?...

Daytime Videodex Figures Show Television Audiences Differ a Lot

CHICAGO, Dec. 6—The television audience has been variously depicted during the five years of postwar television. Sometimes—as in Zenith, ads and in upper-crust magazine solicitations—the audience wears evening dress and gathers reverently before a piece of furniture representing a cross between a hexed hutch and a mink-upholstered breakfast, with all the pristine lines of a Chinese pagoda.

At other times, usually in radio and newspaper circles, the TV audience is depicted as a slack-jawed, nobrowed cult, whose members leave the tracks of their knuckles in the earthen floor as they amble over to the 20" set.

But in five years there has been a mass of research done on the characteristics of the audience. The adjoining table shows the characteristics of the audiences of ten leading programs as analyzed by Jay & Graham. The same company has unearthed some interesting data on "heavy" viewers and daytime TV fans.

■ In the first place, higher income families do not do as much viewing as lower income families. Larger families do more viewing than smaller families. Heavy viewers are concentrated in no particular age group, although younger (under 25 years) families do considerably less viewing. And homes

Audiences of 10 Top TV Shows

Videodex points to the accompanying data to show that an "extreme variation" exists in the composition of audience groups of different television shows. Some, for example, are viewed much more by low-income families.

Data below indicate the proportion of homes in each group that saw two out of three telecasts of each show, based on April, May and June Videodex 1951 reports in Chicago, Cleveland, Detroit, New York and Philadelphia.

	Talent Scouts	Fire-Side Th.	Philco Play-house	What's My Name	Light's Out	Martin Kane	Kraft TV Th.	Orig. Ama. Hour	Toast of the Town	Hop. Cassidy
AVERAGE FOR ALL GROUPS:	44.5	35.9	34.8	31.3	29.3	24.9	21.5	20.9	17.6	16.5
AGE OF HEAD OF HOUSEHOLD:										
Under 35	40.9	31.9	38.5	27.2	31.0	22.9	15.9	15.1	10.3	13.1
35 - 44	43.5	35.9	34.4	31.2	28.5	28.1	20.3	19.4	16.2	21.2
45 - 54	49.7	40.6	31.3	37.1	29.0	23.2	28.7	27.3	21.7	9.6
55 and over	48.2	39.8	29.9	35.7	27.7	19.4	30.1	33.7	37.3	14.3
TOTAL FAMILY INCOME:										
Under \$4,000	46.5	38.9	37.5	29.9	30.6	27.7	23.3	23.3	16.7	20.9
4,000 - 6,999	44.2	37.3	36.1	32.5	32.0	24.5	20.1	20.6	16.1	15.0
7,000 and over	36.9	26.2	28.8	35.7	22.6	25.4	26.2	16.7	22.6	18.8
FAMILY SIZE:										
1 - 2 persons	43.2	30.7	26.8	27.3	22.7	20.1	22.7	21.0	31.3	7.9
3 persons	43.1	33.0	32.1	31.1	31.6	27.4	19.1	21.5	14.4	14.2
4 persons	41.4	41.0	42.6	32.0	28.1	25.3	21.1	21.5	14.5	21.6
5 and more	52.5	37.0	35.8	34.6	35.2	26.7	24.1	19.1	11.7	21.2
NUMBER OF CHILDREN UNDER 12:										
None	43.8	34.3	28.2	31.3	26.0	22.8	22.7	25.2	25.2	12.7
1 Child	41.6	33.0	39.5	31.2	32.6	27.0	22.2	17.6	10.9	16.0
2 Or More	48.4	41.2	41.6	31.2	31.2	26.3	19.0	17.2	11.8	23.5
OCCUPATION OF HEAD:										
Professional	42.1	31.4	41.8	31.4	31.4	16.5	30.6	16.5	19.0	6.8
Owners, Mgrs, Supts.	49.3	29.6	32.8	25.4	19.7	19.0	9.9	19.7	23.9	16.7
Sales, Office	40.0	32.9	38.5	36.4	25.0	27.0	20.7	15.7	19.7	17.2
Skilled Crafts	37.9	40.0	29.7	34.7	28.4	26.6	18.9	21.1	13.7	7.7
Unskilled Labor	46.9	38.9	35.2	28.8	34.5	28.0	19.5	25.7	14.6	22.2
Other	48.4	39.1	28.3	32.8	28.9	24.8	25.6	22.7	20.3	19.3
EDUCATION OF HEAD:										
Some Grammar School	49.6	38.1	37.9	25.7	35.4	24.2	23.0	27.2	16.8	15.4
Some High School	47.3	38.2	33.8	32.4	28.3	24.7	20.4	24.7	17.0	17.9
Some College	36.0	31.4	35.6	32.6	28.4	24.3	23.3	14.0	19.1	13.7



IOWA is VAST MARKET FOR DISH WASHERS AND CLOTHES DRIERS!

THE 1951 Iowa Radio Audience Survey*, just off the presses, reports the enormously significant fact that 98.4% of all Iowa homes are now electrified—that 99.5% of all Iowa's radio homes now have electric power!

Yet only 1.7% of Iowa's radio homes have electric dish washers . . . and only 2.7% have electric clothes driers!

Sales of dish washers and clothes driers are booming in the State, however. 41.7% more Iowa homes have dish washers now than in 1950—42.1% more now have clothes driers. And the surface has hardly been scratched!

This interesting opportunity is only one of many that any advertising man can find in the 1951 Iowa Radio Audience Survey. This authentic, dependable annual study has long been considered one of America's finest radio-research projects—a "must" for literally hundreds of leading advertising, sales and marketing men who are interested in radio in general, and the Iowa market in particular. A copy is yours on request. Write direct or ask Free & Peters, today.

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet—listened to by more Iowans night and day than any other station in the State.

WHO
 + for Iowa PLUS +
 Des Moines . . . 50,000 Watts
 Col. B. J. Palmer, President
 P. A. Loyet, Resident Manager



FREE & PETERS, INC.
 National Representatives



*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whelan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

with lower academic backgrounds do more viewing than those which contain some college graduates.

But after these generalities are cleared away, the statistics lend neither school much support. Nationally, 18.8% of all TV households contain families earning \$7,000 or more a year, and only 5.4% contain families earning less than \$2,000.

In examining heavy viewers in New York last April—and for purposes of defining "heavy," Videodex settled on 15 weekday hours a week or more—the researchers found that 42.9% of the \$7,000-and-up families fitted the classification, compared with 55.3% of \$4,000-\$6,999 bracket families, and 64.6% of the less-than-\$4,000 families.

■ Families of five and more fell into the heavy listening class in 71.4% of the cases, where one- and two-person families fitted the class in only 44% of the cases. Where the housewives were under 35, 57% were heavy viewers; where they were 35-44, 58.3% were heavy viewers, and where they were 45 or older, 57.9% were heavy TV watchers.

Incidentally, when Videodex approached the problem of daytime viewers (those who see TV before 5 p.m. on one of five weekdays) the age of the housewife made quite a difference. Housewives under 35 qualified in 46.6% of the cases, but those 35-44 qualified in 39.1% of the interviews and those 45 and over in 45.9% of the cases.

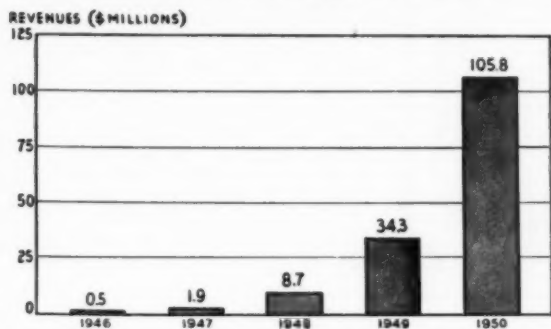
Occupation makes a difference in viewing habits: where 37.3% of professional and semi-professional heads of families are heavy viewers, 64.5% of the families where the head is in management-sales-office categories are heavy viewers. Some 62.3% of those families whose head is a laborer or craftsman are heavy viewers, as are 71.4% of those whose head is engaged in maintenance and service work. "Farm, other" families racked up 42.9%.

■ As you might expect, auto ownership is more important than home ownership as far as heavy viewers go. Auto owners and their families are heavy viewers in 54.3% of the cases, where 65.5% of non-auto-owning families qualified; 51% of home owners were heavy viewers, compared to 59.6% of non-owners.

Children make a difference. Only 48.1% of families with no children under 12 were heavy viewers, while 60.8% of families with one child under 12 viewed heavily, and 63.5% with two or more children in that bracket qualified.

Finally, 51.5% of families living

Growth of TV Broadcast Revenues



in one-family houses are heavy viewers, 58.7% who live in two-family houses, 59.8% of those in three-family and more units.

Videodex's findings on daytime viewing roughly parallel the heavy viewing statistics, but with some variations. For example, in the occupation findings, the management-sales-office families look during the daytime at about the rate of maintenance and service families (47%) while crafts and labor families lead the daytime viewers, 51.4%. Farm, other families were lowest, 23.1%, and professional and semi-professional families hit 38%.

■ The date of TV set purchase didn't seem to make nearly so much difference as amateur analysts have attributed to it. This study, made in April of this year, found that 59.1% of those who bought their sets in 1948 or earlier were heavy viewers, 50% of those who bought sets in 1949 or up to July, 1950, were heavy viewers, and 60.8% of those who bought them later were heavy viewers. Daytime viewing was in roughly the same scale, 42.9%, 38.1%, and 50%.

Jay & Graham figures that these statistics mean that older TV homes, representing the original TV enthusiast (Seven-Inch Pioneers Society) do more viewing, manifesting their interest in video. New purchasers also do more viewing, partially because of novelty, partially because some of this group is composed of replacement and multi-set purchasers.

About the only solid support for the antennae-over-slum-&-shanty school comes from the educational statistics. Where 72.4% of those families with "some grammar" education are heavy viewers, 46.6% of those families with "some college" are heavy viewers, and 61.7% of those families with "some high school" are heavy viewers. Daytime viewing stuck to the same order, 50%, 40% and 47.3%.

Promotes Soap-Filled Pads

American Steel Wool Mfg. Co., Long Island City, has begun promoting its American soap-filled pads on the "Yankee Hometown Food Show" Tuesday and Thursday over WNAC, Boston, and the entire Yankee Network. The company also is offering a premium of a full quart measuring bowl. Needham & Grohmann Inc., New York, is the agency.

Joins 'Country Gentleman'

Edmund H. Driggs, formerly with Gene K. Walker Productions, has joined *Country Gentleman* as manager of its San Francisco office. Before moving to the West Coast, Mr. Driggs was an assistant account executive of Batten, Barton, Durstine & Osborn, New York.

Fageol Launches Campaign

Fageol Heat Machine Co., Detroit, has announced a promotional campaign for its space heaters in 16 publications, including industrial, construction and general publications. Palm & Patterson, Cleveland, is the agency.

Biow Names Donal O'Brien

Donal J. O'Brien, formerly with Young & Rubicam, New York, has joined Biow Co., New York, as an account executive.



ADVERTISING ART • PHOTOGRAPHY
DISPLAYS • MOTION PICTURES
TELEVISION • SLIDE FILMS

Kling T-V Commercials* and package shows produce results!**

*More than 1,800 film commercials produced to date for leading advertisers and agencies.

**Currently showing, in many markets—"Old American Barn Dance."

STUDIOS INC.

601 N. FAIRBANKS CT. CHICAGO, ILL. DElaware 7-0400
51 EAST 51ST ST. NEW YORK
1928 GUARDIAN BLDG. DETROIT

Something to roar about...

WFAA-TV Sales Results



"Our Bob Stanford Show's first year on WFAA-TV for FRITOS has done an excellent job increasing sales.

"It has also enabled us to get distribution way beyond expectation on an item not advertised any other way."

Ray K. Glenn, GLENN ADVERTISING, INC.

"Special credit goes to the Julie Benell Show participations which gave the Dallas area a sales increase that more than doubled the national increase in sales over a ten-week period!"

C. S. McGill, District Representative
E. L. BRUCE COMPANY

"More than 23,000 registered members in Sanger's Webster Webfoot Club. Enough said!"

C. T. Kelly, Director Public Relations
SANGER BROS., INC.

"A two-minute SALADMASTER participation spot ran at 10:07 P.M., October 12, pulling 107 telephone calls requesting SALADMASTER home demonstrations in Dallas and Ft. Worth!"

TED WORKMAN ADVERTISING AGENCY

Television Service of
THE DALLAS MORNING NEWS

WFAA-TV

DALLAS' PREMIER TELEVISION STATION

CHANNEL 8 - 27.1 KW

NBC · ABC · DUMONT

Martin B. Campbell, General Manager
Ralph W. Nimmons, Station Manager

EDWARD PETRY & CO., National Representative

Consolidated Edison Co., New York, Finds TV Can Aid a Public Utility

New York, Dec. 5—Does television advertising pay off for a public utility company?

Consolidated Edison Co. believes that it does. With an annual investment of about \$250,000, the company sponsors 17 television presentations a week through two programs, a weather report and a news report.

The former, known as "Tex and Uncle Wethbee," is telecast by WNBC, New York, Monday-Friday, 6:55-7 p.m., EST, and the news program, "Telepix," is telecast by WPIX, New York, Sunday-Friday, 6:30-6:38 p.m., and again at 11 p.m. Usually the Sunday program is ten minutes instead of eight.

Con Ed has been using television since 1949. Its advertising agency is Batten, Barton, Durstine & Osborn.

■ The company has five basic advertising objectives. These may be summarized as:

1. To convince the public that the cost of gas and electricity is reasonable.
2. To let the public know of the company's desire to be of service.
3. To remind the public of the dependability of Con Ed service.
4. To tell the public about the skills, talents and courtesy of Con Ed people, that is, the company's 30,000 employees.
5. To sell the idea of private ownership by selling Con Ed as a progressive private enterprise that is giving good value and doing a good job for both stockholders and customers (and many people in New York are both).

■ Since Con Ed started using TV both the company and BBDO have made numerous checks to gauge the public's reaction to the company's programs. These have all been encouraging. In addition, the company has received thousands of letters expressing appreciation.

An indication of TV's effectiveness came through a recent survey made for Con Ed by Alfred Politz Research Inc. It was based on 1,600 interviews in a probability sample of household heads throughout the area served by Con Ed.

Highlights of the survey include such evidence as this: of the people who have seen Con Ed's TV programs, 12% more believe they get their money's worth from electricity than do those in a comparable group who have not seen the company's programs.

■ Other facts developed by the Politz survey show that 44% of the people interviewed had seen at least one program of the company's newsreel telecast, and 24% of those interviewed had seen the program the preceding week.

On the weather program, 36% of those interviewed had seen it, and 21% had seen it the preceding week.

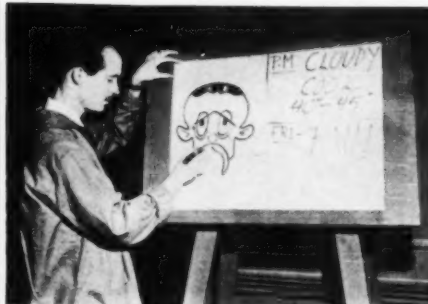
Last fall, Con Ed, on its weather program, offered a weather chart to those who wrote in for it. So many letters had been received from amateur forecasters asking for information it was decided to prepare something all-inclusive to satisfy the apparent demand for simple but accurate information on the subject. This chart included illustrations and explanations of major weather instruments, air movements and pressures, the effect of one air front upon another, explained how to read a daily weather map and gave New York weather records.

■ The chart was offered once only during one five-minute program during the week. The offer was

made once a week for about five months. More than 100,000 requests for charts were received during that period. Obviously, everybody is interested in the weather, but it isn't often that you find 100,000 people interested enough to do something about it.

Probably one of the reasons is the type of weather program Con Ed sponsors. It features Tex Antoine, who is both a meteorologist and a cartoonist. His cartoon character, Uncle Wethbee, reflects by his facial expressions the weather forecast by Tex, who uses a weather map and crayon to illustrate weather developments.

■ He uses only simple terms and symbols to express ideas, and his listeners evidently love it, judging from their letters and their will-



HUMAN INTEREST IN COMMERCIALS—Consolidated Edison Co., which does more TV advertising than any other public utility, with 17 telecasts a week through two programs, believes in putting human interest into its commercials. At left is Tex Antoine,



weather man and cartoonist, who gives weather forecasts with words and pictures and commercials the same way, and at right John Tillman on Con Ed's "Telepix" program, giving commercial with chart showing electric cables under Times Square.

ingness to return every night for more of the same.

Two types of commercials are used and illustrated by Tex, namely, the low cost of gas and electricity in terms of appliances in use in the average home, and

the policy-type commercial. The latter usually starts off with some human interest item such as the amount of electric power required to light up a ball park, or how Con Ed technicians plan in advance for extra power loads, and

similar ideas.

An interesting thing about the company's "Telepix" newsreel telecast, which invites the public to "see what happened today—to-night," is that it has established an unusual system of news cover-

Happy Landing in Woodbury When

WFIL



America's first successful flight ended in Woodbury on January 7, 1793, after a 45-minute journey from Philadelphia.

WFIL... FOR MORE SALES IN WOODBURY

There's sales significance in suburban, residential Woodbury . . . peaceful seat of Gloucester County. Significant is a "quality of market" index 16 points above the national average . . . a population of 10,000 in a town that sells \$14,542,000 worth of retail goods. And don't forget any of Gloucester County's 91,000 residents—among them New Jersey's leading truck farmers. Remember, in this area three out of four families with radios listen regularly to WFIL.



JOSEPH P. BROADHURST Farmer—His Abbotts Locust Grove farm is typical of Gloucester County where farmers buy 58 per cent above average at retail. He and his family listen regularly to WFIL.



WILLIAM T. MARKS, Auto Serviceman—Folks in and around Woodbury spend \$4,764,000 a year with the town's 10 automotive dealers. He is the repair shop foreman at Ace Motor Sales.



RUTH C. HOLSTON, Housewife—Woodbury housewives purchase \$4,083,000 worth of food every year in the town's 37 grocery stores. Home furnishings sales amount to \$700,000 a year.

age by camera.

"Telepix" has its own staff of motion picture photographers and uses special cars and planes to get staff men to important news events. Laboratory technicians develop the films as they arrive, often by special plane, and an editorial staff prepares the photos for film presentation. Films of major news events have been received by "Telepix" as late as 4:30 p.m. and have been prepared for the program newscaster, John Tillman, to present on the 6:30 program.

■ Con Ed presents two filmed commercials on this program. One in the middle of the show treats such subjects as the importance of good lighting, the various duties of public utility employees, and interesting details about the company's expansion program.

The closing commercial is a 20-second semi-animated cartoon, illustrating the low cost of electricity in terms of appliances or

other comparable subjects.

If letters, surveys and other checks mean anything as proof of audience interest Con Ed apparently has won an audience for itself and is holding it with its current TV programs.

P&G Appoints Paul Muth Media Department Manager

Paul Muth, for the last two years acting media department manager of Procter & Gamble Co., Cincinnati, has been appointed director of media.

Mr. Muth joined the advertising department of Procter & Gamble in 1936 and has been assigned to media operations since 1944. In his new job he will be responsible for the purchase of space and time for all the company's printed, broadcast and telecast advertising.

DuKane Projector Bows

DuKane Corp., St. Charles, Ill., has put on the market a 1,000-watt, electrically operated sound filmstrip projector. The filmstrip is advanced one frame at a time in one-twentieth of a second by an



NEWSCASTERS—Edward R. Murrow (left) and his co-producer Fred W. Friendly discuss the on-camera technique for "See It Now," the new Sunday afternoon Murrow series of newscasts that started on CBS Nov. 18. Four roving camera crews work for the program, which won some "rave" notices after its initial telecast.

electrical push button or by connecting it to the DuKane 30/50 automatic 8-watt amplifier and three-speed turntable for full auto-

matic sound slidefilm projection. Engineers of Wilding Picture Productions, Chicago, helped develop and field test the new projector.

Radio Faces Big Problems During 1952

(Continued from Page 59)
at \$25,000 and \$17,500, respectively.

"Amos 'n' Andy" is down from \$25,000 to \$12,500 and Fibber & Molly are off from \$23,000 to \$15,000. In addition, Eddie Cantor's price tag has been shaved from \$8,500 to about \$4,500 and Ed Gardner is down to about the same figure.

Moreover, *Variety* reports that the new shows on AM all are priced below \$10,000 for talent, with sustainers far below this figure.

■ The cuts in network time rates and reduced talent costs have forced broadcasters to test new program ideas, new low-budget shows—even a sort of network block programming sequence, like the CBS Friday night music shows, which are aired for two hours.

Net result has been a longer list of sponsors and, for CBS and Mutual, a small increase in total billings thus far this year. NBC and ABC still lag a bit behind 1950 income, but hopes are high.

One of the most important unsolved problems—after the question of when rates should be adjusted is answered—is how re-evaluation of rates should be undertaken.

■ About a month ago, NBC proposed a formula for adjusting rates which included the following procedure:

1. Determine the total number of radio homes in the station's nighttime 50% Broadcast Measurement Bureau area.

2. Weight these radio homes by a retail sales factor. This latter figure is a percentage. It would be obtained, under the proposed plan, by comparing per capita retail sales in the area with the national average, per capita, of retail sales.

3. A rate curve should be constructed for network time which would narrow the present spread between stations' cost-per-thousand rates and which would include a rate increase of about 10% over the network rates before the recent network cut.

■ 4. The television factor then would be applied to the curve produced by step No. 3. There would be no adjustment for TV where there is no penetration by TV of the station's 50% BMB area. Where there is TV penetration, rate cuts would be introduced on a sliding scale, but not below an economically practical level, nor would they be cut on the theory that a TV home no longer is an AM home.

5. Daytime rates would be revised on pretty much the same basis as the evening rates, except that the station's 50% daytime coverage area would be used as a base and afternoon rates would not be cut more than about 25%, even when TV saturation reaches 100%.

Although NBC's formula has been modified in some respects, network v.p. Charles Denny last week said that the network had discussed the revision plan with about 50 stations and had secured "general acceptance" by the stations.

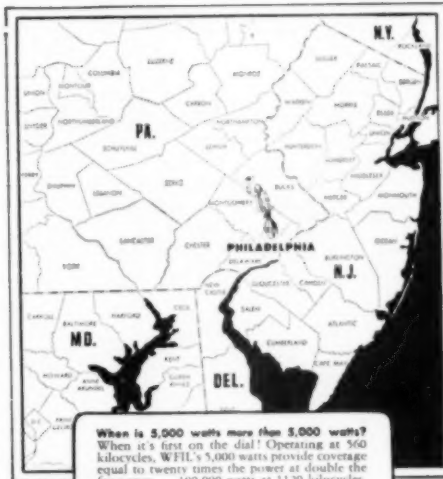
■ In an attempt to counter the NBC project, Howard Meighan, president of CBS radio division, three weeks ago said that any re-evaluation of rates was "premature," although he did not men-

You Cover All of America's 3rd Market

Philadelphia

WFIL... MORE SALES IN THE 14-COUNTY MARKET

There are many towns like Woodbury in Philadelphia's 14-county Retail Trading Area . . . where 4,400,000 people really listen to their radios. And in every corner of America's 3rd Market, you consistently reach two out of three radio homes with WFIL—wonderful opportunity to shape buying patterns that result in more than \$4 billion worth of retail sales a year. There's a huge bonus zone, too, when you schedule WFIL . . . best buy in Philadelphia radio.



WILLIAM C. WAKEMEN, Hardware Dealer—His Woodbury Paint & Hardware Co. is one of Gloucester County's 57 hardware and building supply stores. Their sales total \$6,566,000 every year.

HOWARD C. CRUMLEY, Dry Cleaner—In this town where 21 apparel stores do nearly a million dollars worth of business each year, his firm of Bain and Adams maintains a steady volume.

WFIL
560 kc.
The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America's Third Market
Represented by THE KATZ AGENCY

tion NBC specifically by name.

He said that a realistic reevaluation of network rates could not be achieved without having current data available as a basis—an obvious reference to the fact that the Broadcast Measurement Bureau data was compiled in 1949.

Mr. Meighan said also that CBS has taken steps to secure up-to-date information from the new Standard Audit & Measurement Service and intimated that the network hoped it would not have to slash rates again before up-to-date information is available.

Networks and Spot

The fate of the radio networks depends largely on the value which advertisers assign to network radio. Logically, an advertiser wants to buy sales.

Since he cannot buy sales directly, he seeks coverage and continuity. In most cases today, the advertiser and agency have decided to buy radio before ever talking to network or station sales

personnel about clearing time or program availabilities.

Radio thus has an important creative selling job to do. It is a two-step selling job. First, broadcasters must find some way to convince prospective radio advertisers that the medium is an inexpensive way to reach consumers. Second, they must attempt to convince advertisers that radio is only a vehicle for sales messages and that the sales messages themselves must be "right" in order to make the cash register ring.

■ Early morning AM hours (in television markets) are in demand today not because radio sales forces created the demand but because advertisers and agencies appear to have decided that these hours are a good buy—just as they decided that evening hours were valuable in the years before the advent of television.

In similar fashion, advertisers and agencies long ago developed a keen sense of judgment regard-

ing the type of program which would have maximum appeal to the mass audience which radio serves.

They reasoned that people are interested in news, in the weather and in music. Shows of this type still are in demand, but it took years before radio stations began programming music, news and possibly sports on a concentrated schedule.

Network officials feel it is unlikely that all four networks will attempt to follow the independent stations which have built high ratings and a loyal audience with news and music alone. They reason that it would not be practical nor in the public interest to do so. But the success of independents with block formats has stimulated the development of new programming ideas.

The networks are beginning to find that the doors are open to them in advertiser and agency executive offices when the nets have an unusual idea, a new gimmick

or some imaginative thinking to offer. This is one reason why the webs have been coming up with new sales presentations.

■ There are others, of course.

Gordon B. McLendon of Liberty Broadcasting System pointed up another reason in a trade ad that provoked an unusual amount of discussion and comment.

Mr. McLendon now has about 400 stations in his Liberty network. The operation started primarily as a sports hookup with coverage in the South and Southwest, but has expanded rapidly in the past few years.

(The network was hit hard several weeks ago, when Falstaff Brewing Co., which formerly had sponsored Liberty's "Game of the Day" on about 150 stations, announced it would switch to Mutual and work with that network in developing its baseball programming.)

He charged that "radio networks no longer compete in how much

they can sell but in how much they can give away." The networks are willing to give a list of stations to advertisers if they buy another list, he continued, and the practice is equivalent to "making out the industry's death papers."

■ Mr. McLendon asserted that "many of America's leading advertising agencies, who place the great bulk of network time, are coming to expect more and more and more for free and they are willing to pay for less and less."

Any station operator who agrees to have his station listed as a "bonus" station, he declared, "is a sucker."

"Now, just within the last two years, national advertisers have recognized what you and I always knew: That the local station had the listeners. . . NBC has also now recognized this situation. It has further recognized the fact that its power stations, most of them in television markets, are not as salable as they used to be. Much of the national advertiser's attention, for the first time, is being diverted to the smaller markets. . .

■ "NBC," he continued, "is calling on the smaller market station to save the big stations which have so long fought to kill the small stations. . . At the moment when the small station is becoming valuable for the first time, he is asked to give himself away to protect the big stations against attack."

The discussion over NBC's proposed plan to add some 100 stations as "bonus" stations still continues. Some advertisers and the major networks point out, however, that stations would not agree to let themselves be thrown into the network pot without recompense unless there were some reason.

And the reason is simple. It is expensive to provide good programming for 18 hours a day. The station that can hook up with a network not only can boast of network affiliation, but also gets much better programming than it could provide for itself—and at a lower cost.

■ Keystone Broadcasting System has another answer. When the AM ratings began to go downward in TV markets, Keystone—which has been broadcasting since 1941—found itself in an enviable position.

A transcription network, it had devoted its activities to providing programming for the one-quarter kilowatt and other small stations in towns of fewer than 50,000 people. Keystone provided sustaining and commercial shows for the stations and made it easy for the advertiser and agency to buy secondary markets.

Thus, when TV moved into the big time, Keystone realized that TV advertisers eventually would want to buy supplemental radio coverage in non-TV markets. It set its sales sights accordingly.

■ It began pounding away at the fact that its 400 affiliates (the number now is about 500) served about 8,000,000 homes without TV sets—families which usually enjoyed a high purchasing power.

Advertisers in increasing number bought the idea—and Keystone, and Keystone stations, not only got a healthy amount of programming, but also a steady income which they might otherwise have missed completely.

The basic problem is relatively simple. TV advertisers wish to buy coverage outside the television markets where they already have TV shows. The networks, whose profitable owned-and-operated stations are located in these markets, must find some way in

THERE IS NO SUBSTITUTE FOR THE GOOD MUSIC OF WQXR

The Radio Station of The New York Times, Times Square, New York 18, N. Y.

Represented nationally by Paul H. Raymer Co.

which to keep current advertisers, lure new ones.

Net result to date is the tendency to let the advertiser tailor his own network—within limits. The CBS offer of Skelton on an any-market-you-desire basis was one of the most notable examples. Other webs are plugging the coverage of TV market AM stations outside the television range, or they are toying with circulation guarantees, like that of NBC.

In moving toward the advertiser-tailored network, the webs have run head-on into the radio station representatives who handle much of the national spot business.

According to Murray Grabhorn, managing director of the National Assn. of Radio & Television Station Representatives, the association's main preoccupation today lies in preventing the networks from "eating their own young and devouring themselves in the process," through such techniques as the "tandem" and "pyramid" plans.

National spot sales, which represent about one-third of network affiliates' revenue, probably will reach \$120,000,000 this year, about \$1,000,000 less than the total network sales will amount to.

The networks' desire to mine some of this gold is perfectly understandable, Mr. Grabhorn says. But such action is short sighted, he believes. If the networks try to sell "spot networks," they can conceivably negate their reason for existence. Further, no matter how liberal the rules become, any network can only supply stations from within its own fold.

Add to this the fact that affiliates receive about 30¢ of the network "spot" dollar and the net about 70¢ of such a dollar and the basic arguments of the association are about complete.

There is potential economic disaster in store for the affiliates as well as physical decay for the net system if the webs win out, Mr. Grabhorn declares.

Most affiliates and representatives don't feel brave enough to voice some of these objections out loud and the association serves a need by acting as a group spokesman without getting any one station or rep in a jam with the networks.

On the creative side, the association members — who number 14 and represent 525 AM and 71 TV stations — are intent on promoting the "super selectivity" advantages of spot radio, particularly in this television era, and considering the desires of advertisers for varying degrees of saturation, according to their needs.

A presentation on just this topic, exploiting the advantages that exist only in national spot, will be ready by the first of the year. Mr. Grabhorn expects to use it for group meetings in agencies on the contact level, where most of the executives have come up with a knowledge of print media rather than radio.

"If it does nothing else we hope it will separate national spot radio from network radio in the thinking of advertisers and their agencies and establish it in its true light as an advertising medium, just as magazines and newspapers are separate," he says.

As for television, "That doesn't give us any worry, at least for the present," he feels. If anything, television has helped radio by pointing out that its circulation is being sold too cheaply, the association believes.

These, then, are a few of the major factors which have helped to change the over-all radio broadcasting picture since 1950—the

Growth of Broadcasting Since 1943

The growth of AM, FM and TV broadcast services

is shown in the following table by the FCC.

(1943-51 figures on stations are for June 30 each year)

Year	AM		FM		TV		Total	Licensed
	Author-ized	On the Air	Author-ized	On the Air	Author-ized	On the Air		
1943	912	911	48	37	6	6	966	954
1944	924	912	52	45	9	6	985	963
1945	985	931	53	46	25	6	1,033	983
1946	1,215	961	456	48	30	6	1,701	1,015
1947	1,795	1,298	918	48	66	6	2,779	1,352
1948	2,034	1,693	1,020	142	109	7	3,165	1,842
1949	2,179	1,963	865	377	117	13	3,161	2,353
1950	2,303	2,118	732	493	109	47	3,144	2,658
1951	2,385	2,248	659	534	109	81	3,153	2,863
Oct. 31, '51	2,405	2,307	652	642	108	108	3,165	3,057

listening trends, the shifts in costs and the problems facing the nets.

Television, of course, is directly or indirectly responsible for many of the shifts the industry has experienced. But while radio salesmen find TV one of their chief

headaches, it also has served to stimulate interest in radio itself.

Advertisers and agencies in many cases are willing to listen to a radio pitch today because of what television has done for sales.

And while the radio networks

must face and solve some important problems within the next few years if they hope to survive, they can find some solace in the fact that national advertisers prefer to buy networks because they are less expensive than a special assemblage of individual stations; because a network purchase simplifies the physical handling of a show; because it permits more effective control, and because it centralizes responsibility.

Despite these advantages, the networks are going to have to step up their creative selling efforts in order to hold advertisers who have an eye on the ratings this fall. If the demand for network time drops to any serious extent next spring, the long-predicted network crisis might be hastened by years.

Top Radio Sponsors

Network Advertisers

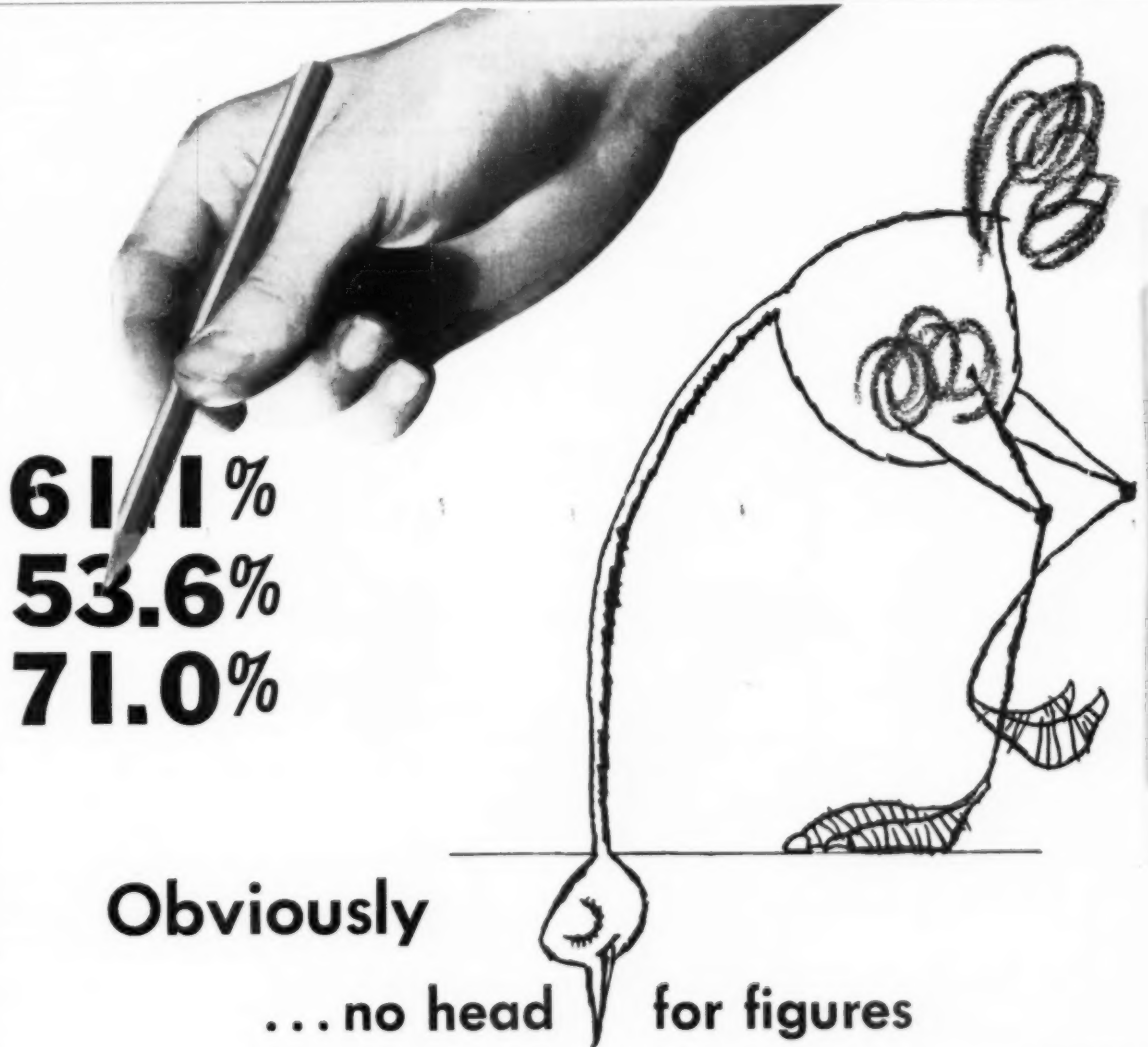
Jan.-Sept., 1951

Source: Publishers Information Bureau

Procter & Gamble	\$13,888,819
General Foods	5,127,474
Sterling Drug	3,111,938
Miles Laboratories	5,059,733
General Mills	5,041,608
Lever Bros.	4,720,548
American Home Products	4,460,701
Liggett & Myers	3,938,766
Campbell Soup Co.	3,740,026
Colgate-Palmolive-Peet	3,718,651

But network radio may yet survive for years in something not too unlike its present form—may even be able to lure new advertisers who insist on getting the most for their advertising and promotion dollars if:

1. Radio broadcasters will whip Broadcast Advertising Bureau into top shape and back it with real fi-



61.1%
53.6%
71.0%

Obviously

... no head for figures

... but anyone with even the mildest comprehension of digits can see what WGBI's Hooper ratings mean to the advertiser.

This is how faithfully the 674,000 *spending* people in the Scranton-Wilkes-Barre Metropolitan Market listen to WGBI: 61.1% in the morning . . . 53.6% in the afternoon . . . 71.0% in the evening*. What's more, WGBI heads *all* CBS stations in the morning, afternoon and evening.

WGBI's time costs are extremely low, considering such deep penetration of an important market. How low? Call your John Blair man *today!*

*Figures from Hooper Scranton Radio Audience Index, March-April 1951

WGBI

Mrs. M. E. Megargcc, President

George D. Coleman, General Manager

CBS Affiliate • 910 KC • 1000 Watts Day • 500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

financial support.

2. Stations will use the promotion material and data prepared by BAB to prove radio is a good buy.

3. Network affiliates will give serious consideration to the establishment of merchandising departments to help retailers move merchandise off their shelves and to work directly with local retailers.

4. Stations will devise new methods to publicize their programming and to promote top shows locally.

5. Program departments of both networks and stations continue to use the imagination which they have occasionally demonstrated they possess.

Time has not yet run out.

WIP Appoints Burnett

Howard Burnett, formerly assistant director of WCAU-TV, Philadelphia, has been appointed production manager of WIP, Philadelphia. He succeeds Irving Smith, who has resigned to become head of sales and programs of WCMC, Wildwood, N. J.

Total Radio-Television Usage Trends

(Copyright 1951 by A. C. Nielsen Co.)

A. Radio—Long-Term

The total amount of radio usage per day in the average U. S. home continued upward through 1948, began to decline in 1949 and moved down still farther in 1950 and the first eight months of 1951, as more and more radio-only homes became radio-TV homes.

However, the number of radio homes continued to increase because of increases in the population and an increased number of families. The increase in the number of homes partially offset the decline in the average amount of usage per home. Thus the advertiser potential is considerably ahead of 1946.

In 1950, total home hours of radio usage were about 4% below the corresponding 1949 level, but around 7% above the average level for the same months of 1946-48. In the first eight months of 1951, total home hours of radio usage were about 10% below the 1950 level but were still about 7% above the 1946 level.

Radio Usage—Entire Day		Total Home Hrs. Per Day (Millions)
Jan.-Sept. Est. No. Radio Homes (Millions)	Average Hours Per Day Radio Usage Per Day	
1946	34.0	132.9
1947	35.9	150.8
1948	37.6	162.6
1949	39.3	164.6
1950	40.7	159.1
1951	41.9	142.5*

*8 mos. average

B. Radio—Current Trends

As might be expected, evening radio usage per day has declined most in metropolitan areas, where TV has won its largest audiences. However, as is shown in the following table, there has been an astonishing increase in daytime radio usage from 1950 to 1951.

In evaluating the data on radio usage, it is important to consider the fact that the January-August period of 1950 includes the start of the Korean war, which inflated average listenership until September last year.

(Total U. S. Radio Homes)

January-August Average Hours per Day			
	1950	1951	% Change
"Day" (Prior to 6 PM)			
Metro Areas	1:02	1:46	+71.0
Medium Cities	1:08	2:00	+76.5
Small Town, Rural	1:17	2:24	+87.0
"Night" (After 6 PM)			
Metro Areas	1:30	1:06	-26.7
Medium Cities	1:37	1:18	-19.6
Small Town, Rural	1:25	1:14	-13.0

C. Radio and Television Ownership

As shown in the chart below, the largest annual increase in the number of TV homes took place during 1950, when the percentage of TV homes to AM homes moved upward from about 10% to about 25%. During the current year, the percentage will move upward again, but more slowly, to an estimated 35%.

Radio & TV Ownership

JANUARY

	Radio Homes	Television Homes	% TV to AM
1949	39,281,000	1,000,000	2.5
1950	40,696,000	3,950,000	9.7
1951	41,903,000	10,550,000	25.2
1952	42,900,000*	15,000,000*	35.0*

*Estimated.

D. Radio and TV Usage—Total U. S. Radio Homes

Between July of 1950 and July, 1951, the largest increase in television usage took place during the morning and afternoon hours and after 8 p.m. in the evening.

National Radio-TV Usage, July

	% Total U. S. Radio Homes Using Radio			% Using TV		
	'50	'51	Change	'50	'51	Change
10 a.m.-2 p.m. Mon.-Fri.	21.5	18.8	-13%	0.5	1.8	+260%
2 p.m.-5 p.m. Mon.-Fri.	21.2	16.9	-20	2.0	4.2	+110
5 p.m.-8 p.m. Mon.-Fri.	19.7	15.7	-20	4.6	6.8	+48
8 p.m.-11 p.m. All Days	20.7	15.3	-26	8.1	13.7	+70

E. Homes Using Radio

Except in medium-size markets from 10 to 11 a.m., the number of homes using radio has declined. Largest declines, as might be expected, are found in metropolitan areas after 4 p.m., although an unusually large decline also was registered in medium-size cities in the 10 to 11 p.m. period.

Homes Using Radio, By City Size

April '50 vs. '51

	Seven-Day Average, in Per Cent				Small-Rural	
	Metro		Medium		'50	'51
10-11 a.m.	20.8	18.6	20.9	21.3	25.3	21.9
1-2 p.m.	21.8	20.2	24.3	22.8	29.7	27.1
4-5 p.m.	21.8	17.3	23.7	19.8	22.6	19.3
7-8 p.m.	27.5	20.4	31.1	27.2	28.4	26.3
10-11 p.m.	26.4	20.5	29.3	22.9	22.7	19.1

F. Seasonal Trends in Radio and TV Usage

The following table shows the trend in average hours of radio and television usage per home per day in hours and minutes, together with the combined total for listening and viewing.

Radio-TV Usage Per Home Per Day

(Hours and Minutes)

	Total U. S. Radio Homes		Radio		Television		Total AM + TV
	Day	Night	Entire Day	Entire Day	Entire Day	Entire Day	
April '51	2:11	1:28	3:39	1:29	5:08		
May	1:56	1:14	3:10	1:17	4:27		
June	1:51	1:06	2:57	1:12	4:09		
July	1:43	1:00	2:43	1:05	3:48		
August	1:25	1:16	2:41	1:07	3:48		

G. Radio and TV Usage, Hour by Hour

The only time during a week day when more radio homes have television sets turned on than have radio sets turned on is the 10-11 p.m. period. A. C. Nielsen Co. points out that the unusually high AM percentage for the hour from 1 to 2 p.m. is considered a warm weather phenomenon. (The figures apply to September, 1951.)

Total U. S. Radio Homes Using

Radio & TV, by Hour

September, 1951—Mon.-Fri. Average

Hour Beginning	AM	TV
8:00 a.m.	13.9%	0.2%
9:00	15.5	0.5
10:00	17.2	0.8
11:00	17.7	1.7
12:00 m.	20.2	1.9
1:00 p.m.	21.7*	2.9
2:00	19.7	3.7
3:00	19.4	3.7
4:00	17.7	4.6
5:00	16.9	6.3
6:00	18.3	8.2
7:00	19.8	10.2
8:00	20.8	16.2
9:00	20.7	18.9
10:00	16.3	18.4

SYMBOL OF SALES IN 500 CO-OPERATING DRUGSTORES



in the heart of the rich New England market

"WBZ Feature Drugs" is the package that can boost your volume in New England drugstores!

It's more than a radio program that attracts thousands of listeners regularly (1:00-1:30 PM and 7:00-7:15 PM Monday through Friday). It's a continuing merchandising project, with an alert field staff providing reports to advertisers on 200 storechecks monthly.

It's a power-packed promotion, too. Co-opera-

tion is guaranteed in 500 selected outlets identified by the decalcomania shown above. In addition, these 500 highest-traffic independent stores maintain continuing displays exclusively for the use of "WBZ Feature Drugs" advertisers.

In all New England, there's absolutely nothing like the "WBZ Feature Drugs" package. If you want immediate sales action, get availabilities from Station WBZ or Free & Peters.

WBZ BOSTON 50,000 WATTS NBC AFFILIATE **WBZA** SPRINGFIELD

Westinghouse Radio Stations Inc Serving 25 Million
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
 National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

TV Activates 'March of Time' Metamorphosis

NEW YORK, Dec. 5—Possibly one of the most interesting conversions accomplished by television during the year was that of the "March of Time." On the first of this month, *Time* swung the remainder of its 16mm library (Forum Films) over to McGraw-Hill for servicing (most of its customers are schools) and was resolutely facing a future in TV.

It had already dropped the "March of Time" series of movie shorts, a pioneering documentary which was hailed when it first appeared in 1935 as "a new kind of pictorial journalism." In the future, MOT would make TV package films and special features like "The Golden Twenties."

The company was encouraged in the venture by the fact that it now has turned out three TV packages, two of which are still running across the country—"Crusade in Europe," "Crusade in the Pacific," and "March of Time Through the Years."

■ "Crusade in Europe," the first of these, eventually appeared in 37 TV markets, under various sponsorship—including *Life* and *Time* in its early stages.

In a complex deal, even for the TV business, Doubleday sold the TV rights to Eisenhower's "Crusade in Europe" to 20th Century-Fox, which leased the rights to American Broadcasting Co. for 21 months, and Fox assigned the production job to MOT. When



'HAPPY HOLLY' SHOW—The White House, San Francisco department store, for the second Christmas season in a row has begun sponsoring "Happy Holly" over KRON-TV. The three-times-weekly show pulls thousands of letters from Northern California. Here

are (l. to r.) Robert Graham, puppeteer; Bernard Schnitzer, Bernard B. Schnitzer Inc., the store's agency; Harold Haener, White House's ad director; Douglas Ellison, assistant program director of KRON-TV, and (seated) Roy Steffens, Santa.

ABC sold sponsorship to the two *Time* Inc. magazines, the circle was complete.

The job of assembling the 26-episode series was appalling, because MOT had at its disposal some 165,000,000' of film, clips from U. S. services, newsreels, British and Canadian sources, MOT files and captured enemy films.

■ With these editing problems, and recalling that the films had to be tailored to the narrow scope of a TV receiver screen, MOT was able to produce a series which won a Peabody Award.

And in consequence, the company put "Crusade in the Pacific" into the works, a project complicated by the lack of a single book as a source, by the extreme distances and semi-autonomous commands and a variety of nations

taking pictures.

In all, there were about 300,000,000' available, and the editing process was that much more difficult.

"Crusade in the Pacific" is now running in 53 TV markets, and commitments have been received from another six or seven stations which still must clear the time. Of the 53 markets, 23 are taken by Miller Brewing Co., and the others are locally sponsored—often by banks.

■ "March of Time Through the Years" is self-explanatory; it now appears in 37 markets and has as many individual sponsors.

MOT now has on tap three new film projects—these are a ballet series, a sports feature and a "story behind the news" show. The ballet series will probably reach the public first, and the

sports shorts will feature film histories of various U. S. games and are supposed to precede sporting telecasts. The news show will be documentary in nature.

In addition, the parent company, *Time* Inc., has evinced repeated interest in television, and has been reported as a likely purchaser of several TV stations—and none of the rumored deals have been consummated. Both *Life* and *Time* have been TV sponsors. Further, *Life* recently collaborated with WHAS-TV, Louisville, in a series called "Inside Our Schools."

WFJM Joins NBC-Radio

WFJM, Youngstown, O., has affiliated with National Broadcasting Co. The station broadcasts on 5,000-watt power.

Bakke Named Sales Head

Neale V. Bakke has been appointed sales manager of WTMJ and WTMJ-TV, Milwaukee.

KCMO Gives You a
\$50,000,000
Purchasing Power
BONUS!



Actual annual purchasing power of KCMO's larger audience is \$50 million higher than the next nearest Kansas City station. KCMO helps you reach more customers with money to spend. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready.

Write on your letterhead to

KCMO
50,000 WATTS
125 E. 31st. St. Kansas City, Mo.
or The KATZ AGENCY

13 MILLION CANADIANS CAN'T BE WRONG!

Those 13 million are the Canadians who listen to the radio, over 93% of all Canadian homes. They do more than listen to the radio . . . They spend money, lots of it. Over 9 billion dollars last year is the latest estimate for retail sales. And with an oil boom in Alberta, uranium in Saskatchewan, and new heavy industry in Quebec there's going to be lots more spent in '51-'52!

This is a rich market. But Canada is a vast country, stretching 4,280 miles from St. John's to Vancouver, nearly 4 million square miles in area. Your problem is: How to cover this area, both urban and rural, with a maximum number of sales messages for every advertising dollar expended. It's no secret: Use radio. Every week effective sales messages go by radio into millions of Canadian homes; and every week those same homes buy the products advertised. It's as simple as that!

With radio you cover the cities, the farms, and those isolated areas where there's lots of money and no medium other than radio giving complete coverage. The independent radio stations of Canada have done a big job in Public Service, and now it's paying off. Radio has the respect of the public—the hold on the public—the sales punch that delivers the dollars.

So, just figure out how much of that nine billion dollars could be yours and remember . . .

"IN CANADA YOU SELL 'EM WHEN YOU TELL 'EM!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

See You There!

We just don't have time to write to all our good friends who would like to attend our Annual Meeting, March 24th-27th (at the Royal York Hotel, Toronto). We sincerely hope this will serve as our personal invitation. You'll all be most welcome!



Canadian Association of Broadcasters

108 SPARKS ST.,
OTTAWA.

37 BLOOR ST., WEST,
TORONTO.

GE Proves Extensive AM Coverage Can Do Top-Notch Merchandising Job

NEW YORK, Dec. 6—Every Saturday afternoon during the football season, Columbia Broadcasting System listeners are treated to an outstanding example of a network making full use of its facilities.

From the advertiser's point of view, the "General Electric Football Roundup" also is a good illustration of how a national sponsor can line up radio advertising support from local dealers.

When GE signed for the Roundup, which is heard from 2:30 p.m. to 5:30 p.m., EST, Maxon Inc., the agency, not only quarterbacked the promotion for the sponsor, but called the signals for all stations carrying the Roundup, by telling them to go after local GE dealers for spot announcements during the program.

The technique was a good one because more than 90% of the stations sold spot announcements to local dealers before, during and after the broadcast.

GE decided to sponsor the Roundup, according to Maxon, because (a) it was the highest rated football AM broadcast, (b) its three-hour length was sufficient for GE to plug many of its varied products, and (c) in television markets, the National Collegiate Athletic Assn.'s restrictions gave added importance to AM football coverage.

Maxon estimates that it costs the client between \$36,000 and \$37,000 a week to run the Roundup. In theory, the show was to give GE full national coverage but, actually, there always are some affiliates with previous commitments and some markets where an independent must be bought, which explains the variation in the weekly cost.

When an affiliate is committed to a local pigskin contest, GE usually tries to buy as much as an hour to an hour-and-a-half of time after the local game ends, with the idea of hooking it into the network Roundup. An average week finds 160 stations carrying the Roundup, of which about 25 carry it in part.

GE is entitled to 21 minutes of commercials during the three-hour broadcast but according to the agency, uses only about 13 minutes, because "we think 21 minutes is too much." Because of the short time-outs on the gridiron and the fact that the Roundup has no half-time intermission, commercials are limited to one minute and less, spotted about every ten minutes. They cover practically the entire range of GE consumer products.

Local dealers come in on the station breaks and before and after the broadcast.

YALE	ILLINOIS	INDIANA	TENNESSEE	MISSISSIPPI	ALABAMA	MISSOURI	ARKANSAS	LOUISIANA	FLORIDA
PRINCETON	ONE STATE	INDIANA	MISSISSIPPI	MISSISSIPPI	ALABAMA	MISSOURI	ARKANSAS	LOUISIANA	FLORIDA
Blue Game	Blue Game	Blue Game	Blue Game	Blue Game	Blue Game	Blue Game	Blue Game	Blue Game	Blue Game
6:00-8:00	6:00-8:00	6:00-8:00	6:00-8:00	6:00-8:00	6:00-8:00	6:00-8:00	6:00-8:00	6:00-8:00	6:00-8:00
2:30-5:30	2:30-5:30	2:30-5:30	2:30-5:30	2:30-5:30	2:30-5:30	2:30-5:30	2:30-5:30	2:30-5:30	2:30-5:30
3:05	3:05	3:05	3:05	3:05	3:05	3:05	3:05	3:05	3:05

FOOTBALL ROUNDUP—This is the chart that Red Barber had in front of him Saturday, Nov. 17, as he broadcast and coordinated the Football Roundup. In addition to the five major games, location and broadcaster, the chart notes every single tie-in with the network during the afternoon, down to the half-minute. A glance at the schedule reveals the speed with which the Roundup zooms around the country. Because of regional setups, no one game is listed for the Southwest and Far West. CBS studios in these areas act as sub-headquarters for the region, getting scores from area games, and then join the network through a circuit hookup to Chicago. There isn't time for too many reports from the West Coast, as the chart indicates, due to time zone differences. Note the "wire out" notation at 5:09 1/2 under the Tennessee-Mississippi game. This was the first time in the Roundup's history that a circuit failed during broadcast time. The game was back on the air within 15 minutes.

The Roundup itself—a milestone in sports coverage technique—had its accidental beginning, almost because of necessity, in 1946. It was officially recognized by CBS two years later.

Listeners who marvel at the seeming luck that often gets CBS to one of the five live-covered

games just before a touchdown play, or wonder at the clairvoyance that manages to pick a good many upsets for broadcast during a season, are probably not aware of the detailed planning that brings about these so-called "breaks."

The Roundup is a full week's job and begins on Sunday morning, when Red Barber, CBS sports director, and associate director of sports John Derr scan their lists of scheduled games to pick what each believes will be the best five.

One weekend in 1946 when CBS was broadcasting just one game every Saturday afternoon, a problem arose in the minds of the list scanners. There were two Western Conference games scheduled and three of the teams involved were Rose Bowl contenders. The sports staff couldn't decide which game to carry, and out of desperation conceived the idea of carrying both games.

Permission was granted and CBS broadcast both at once, with a direct phone tieup between the two battles. The same problem arose in 1947 with two midwestern games and once again a dual broadcast

was the answer.

Listener response was so favorable that the following week two southern games were carried in the same fashion.

The Roundup was created during the 1948 season. Experience showed that carrying less than five games resulted in many concurrent time-outs and unimportant midfield plays. Carrying more than five often had listeners in a dither trying to keep track of everything and made it difficult to sustain interest, so it was decided that five games would be the ideal coverage.

But which five? This question brings the problem back to CBS early on Monday morning, when Red and John arrive with their separately checked lists. They each have checked off three sectional games—east, south and midwest—plus any two others that seem likely to have excitement.

Any game on both lists is tentatively scheduled for Saturday coverage and the conflicts are ironed out through discussion. Then begins the real business of setting up the Roundup, a job that costs the network anywhere between \$8,600 and \$11,000 a week.

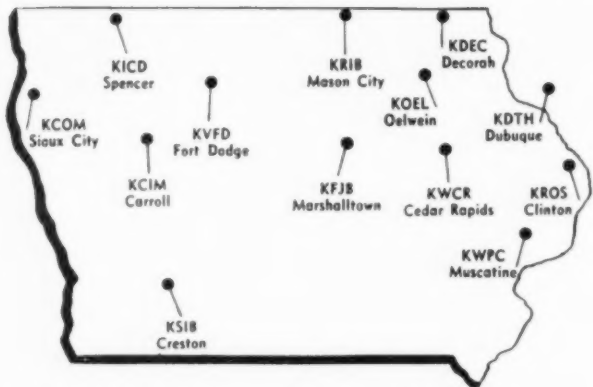
Schools are checked for game time and available booth space. Contracts are then drawn up and signed. Circuits and phone installations are ordered. Sports and technical personnel are assigned—often a difficult job because of manpower limitations and union restrictions.

In the midst of all this, the problem of selecting 20 other games for which the Roundup gets telephone coverage, comes up. By Wednesday, telephone games and reporters are set up. All arrangements are confirmed Thursday and a semi-final checkup is made Friday.

One half hour before game time Saturday John Derr gets on his private phone and talks to every broadcaster, giving last-minute instructions and making sure everything is as it should be. Among other things, he once again reminds each sportscaster to be sure and call CBS three minutes before the game ends so they can get him on the air in time for the closing moments of the game.

Although, unless something goes wrong, John won't place any calls

Pin Down These Rich Iowa Markets Right In Their Own Back Yard



Tailor-Make Your Sales Campaign With THE TALL CORN NETWORK

Iowans are loyal home-town radio stations enjoy the loyalty edge — the selling advantage. So, pin down these 13 rich Iowa markets at the local level with the TALL CORN NETWORK.

The flexibility of TALL CORN NETWORK stations is the perfect, low-cost answer for introducing your product into new areas, or to hypso sales in old territories. Whether you need one station or all, you can tailor-make your sales campaign and hit it hard with THE TALL CORN NETWORK stations.

Get personal with your market — buy the stations that make it a habit to get personal with their audience — local, community-minded TALL CORN NETWORK stations. Remember, in Iowa, you can buy all 13 for less.

The Iowa Tall Corn Network Is Pleased to Announce
The Appointment
Effective January 1, 1952, of the

JOHN E. PEARSON CO.

NEW YORK MINNEAPOLIS CHICAGO
DALLAS SAN FRANCISCO LOS ANGELES

If you plan to sell in Iowa
See Your JOHN E. PEARSON Representative First

RADIO REACHES PEOPLE...



* 53 BMB Counties in Middle Tennessee and Southern Kentucky are COVERED by WSIX ALONE. Sell this BILLION \$\$\$ market...

Better Buy
NATIONAL REPRESENTATIVE:
GEO. P. HOLLINGBERRY CO.
ABC AFFILIATE - 5000 WATTS - 980 KC and WSIX FM 71,000 W 97.5 MC



FINAL SECONDS—At CBS radio's New York headquarters, John Derr, producer and director of the Football Roundup, looks over Red Barber's shoulder for a final check on the more than 20 games which will be covered via direct pickup, wire and telephoned news reports across the country.

Insurance Company Tests AM, Boosts Policy Sales 300%

CINCINNATI, Dec. 7.—The Cincinnati branch of Farm Bureau Mutual Insurance Co., Columbus, began using AM Station WSAI here in August, 1949.

Results have exceeded all expectations. The following table shows the number of sales of all types of insurance per month during 1949 and 1950:

	1949	1950
January	320	900
February	345	977
March	696	2,445
April	671	1,219
May	345	1,087
June	880	1,254
July	964	1,707
August	678	1,121
September	853	1,064
October	1,061	1,328

■ The company had never used

radio before the Cincinnati manager insisted on a test two years ago. As can be seen from the table, sales began to rise shortly after the first Farm Bureau broadcasts were aired.

A good share of the credit goes to personnel on WSAI. The commercials featured all types of insurance, including life, and station staffers seemed to really enjoy putting them across. They went a bit farther than they might reasonably be expected to go and set up a microphone in the midst of an agents' meeting for one broadcast.

Moreover, when WSAI set up a booth at the local fair, Farm Bureau did also, and it was difficult to distinguish between the two booths, since WSAI covered its entire setup with Farm Bureau banners.

■ As a result of the success of the first show, the company last year began using radio advertising in

Wanna Buy a Streetcar?

When the Cincinnati Street Railway Co. had 26 ancient streetcars that it wanted to sell, it ran a display ad in one of the local newspapers, quoting a sale price of "\$175—you cart 'em away." Four cars were sold.

A month later, the railway company scheduled a one-minute spot on a 6 p.m. newscast over Station WKRC. The result: The remaining 22 old streetcars were sold.

Middletown, Hamilton and Dayton, O.

Farm Bureau has achieved its results entirely with spot announcements. It started cautiously, with one spot on a 7:30 a.m. show. The response was immediate, and the company then bought an afternoon spot. Several weeks later, it decided to buy still a third spot, at 6:30 a.m.

Since the spots first were aired, agents not only have reported that doors tend to open easier but that many young men have applied for work with a Farm Bureau agency.

In addition, many customers with auto insurance have learned, for the first time, that the company handles many other types of coverage and have bought additional insurance as a result.

Johnson Bids for Canada

S. C. Johnson & Son, Racine, Wis., floor wax and auto polish manufacturer, has bought the transcribed Ziv drama, "Bright Star," with Irene Dunne and Fred MacMurray, for presentation on approximately 55 Canadian stations. Needham, Louis & Brorby, Chicago, is the agency.

during game time, right here—on the incoming phone trunk—is one of the clues that enables CBS to catch upward of a half dozen touchdowns and many vital plays on an average afternoon.

Each sportscaster has earphones, naturally, and if he thinks he's got something more exciting than what's on the network, he can call New York and ask for the air. He doesn't always get it, of course, but his call helps simplify matters for Red Barber, who is quarterbacking the production back at the New York studio.

Also keeping the telephones jangling are the 20 reporters covering games through that medium. They call in at the beginning of the game, at the end of each quarter and any time a score is made.

■ Every Saturday, enthusiastic alumni also manage to clog the switchboards. Old grads, eager to hear their alma mater mentioned on a national hookup, will phone long distance to tell CBS that Siwash has just pulverized Squeedunk 79 to 14. Frequently a telegram arrives from "an Exeter grandmother" with the final score on the afternoon's proceedings.

All this is unnecessary because, in addition to the network's personal coverage (69 people work solely on the Roundup and others contribute), CBS carries complete Western Union service and "The Old Redhead" sandwiches in score bulletins from these wires whenever he can.

■ The biggest problem, however, is keeping broadcasters from holding the air for more than two minutes unless a score is imminent. Part of the thrill in the Roundup is the quick switch to many towns, many voices and many schools. When a reporter holds the air beyond his allotted time, CBS is powerless to switch to any of the other four reporters.

Just before Vin Scully left New York to cover the Tennessee-Alabama game two years ago, Red cautioned him about taking more than two minutes "unless the joint's on fire." At one point during the game when he did go overtime, Vin announced: "I know I've taken more than two minutes, Red, but the joint's on fire."

Puzzled, Red asked him what he meant when he returned to New York. It was true. Some paper sandwich bags in the broadcast booth had caught fire and flames were licking at Vin's shoes while he was broadcasting!

Packard To Televis Film

Packard Motor Car Co., Detroit, will televise a weekly dramatic series in some 20 to 30 markets starting early in February. The 30-minute films, to be booked on a spot basis, will be produced by Bing Crosby Enterprises, with a title to be selected later. Maxon Inc., Detroit, is placing the series for Packard.

WKY

OKLAHOMA'S



1ST
RADIO
STATION



1ST
TELEVISION
STATION

SERVING OKLAHOMA FOR 31 YEARS

MORE LISTENERS DAY AND NIGHT THAN ANY OTHER OKLAHOMA CITY RADIO STATION

336,280 *

daytime families

142,190 *

more families than the next closest station

292,120 *

nighttime families

113,940 *

more families than the next closest station

* Figures from latest BMB Audience Report



PROVED REGULAR VIEWING RESPONSE FROM OVER HALF OF OKLAHOMA

Program schedules published by newspapers as far distant as Wichita, Kansas, 165 airline miles from Oklahoma City.

WKY

AM 930 KC — NBC

TV CHANNEL 4

948 FT. TOWER

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

Represented by
THE KATZ AGENCY, INC.

TV Is Still the Toast of Ad Row But the Price Gets Closer Scrutiny

(Continued from Page 49)
kee, from \$950 to \$1,075, effective Jan. 1, and WTVJ, Miami, from \$550 to \$600, effective Jan. 1.

WCBS-TV, New York, probably will boost its basic hourly nighttime price from \$4,000 to between \$4,500 and \$4,700.

One exception to the general rule of charging what the competition charges is DuMont's WABD in New York, whose Class A hourly rate is \$2,200, compared with \$4,000 for the local o-and-o outlets of the other three networks. Though WABD reclassified its time as of Dec. 1, putting the earlier hours into a higher bracket, it has not raised the base rate since February. An adjustment may be announced next March.

Most advertisers and agencies questioned by ADVERTISING AGE are making allowances in their 1952 budgets for time increases during the second half of the year. These contingency funds range from 15% to 25%.

Agencies are anything but pleased at the prospect of another rate increase. Rodney Erickson, manager of the radio-TV department of Young & Rubicam, pointed out that this summer, for the first time, the trend in TV's cost per thousand—until then declining—was reversed.

One of the most active agencies in video, Y&R had 29 "separate operations" (this counts each program five times if it's on Monday through Friday, for example) going in the medium in mid-November.

"If there is another rate increase, coupled with a slowing up in circulation gains and a decrease in ratings, it will become increasingly difficult to prove that TV, which leaves two-thirds of the homes uncovered, produces and sells enough in the remainder to make the expenditure worth while," Mr. Erickson asserted.

However, he hastened to add that Y&R is counseling its clients to stay on because of the potential of the medium as well as because of what it is producing now. Mr. Erickson commented that the agencies' problems would be helped somewhat if the networks would begin making some concessions in production costs and "give us something" in the way of facilities, as they did in radio.

He also feels that networks aggravate the problem by "jacking up talent costs" and scheduling such top draws as Kate Smith and Arthur Godfrey at the same time period, in an effort to out-powerhouse each other.

Similar sentiments were expres-

The Best-Liked and Most Irritating TV Commercials

Based on the Videodex Qualitative Analysis of October Network Shows

BEST LIKED COMMERCIALS	Per Cent of Viewing		MOST IRRITATING COMMERCIALS	Per Cent of Viewing	
	Homes	Homes		Homes	Homes
1. Talent Scouts (Lipton tea)	63		1. Racket Squad (Thur. Philip Morris)	23	
2. Juvenile Jury (Minnesota Mining)	62		2. Racket Squad (Mon. Philip Morris)	21	
3. Godfrey & Friends (Liggett & Myers)	61		3. Wrestling (DuM. Sat. Co-op.)	18	
4. The Big Top (Sealtest)	61		4. Somerset Maughm (Bymari)	15	
5. Ford Festival	60		5. Paul Dixon (Thur. co-op)	15	
6. Mama (General Foods)	60		6. They Stand Accused (Crawford Clothes)	11	
7. Your Hit Parade (American Tobacco)	60		7. Wrestling (ABC co-op)	10	
8. Texaco Star Theater	59		8. Wrestling (DuM co-op)	9	
9. Fred Waring (General Electric)	56		9. Greatest Fights (Chesebrough)	8	
10. TV Teen Club (Nash-Kelvinator)	56		10. Bill Gwinn (co-op)	8	

sed in a speech recently by William B. Lewis, president of Kenyon & Eckhardt, who asked the networks to quit "cutting one another's throats by scheduling similar programs opposite each other." He said telecasters have enough outside competition without driving "each other out of business" by pitting drama against drama, variety against variety, etc.

Pointing out that TV's rising costs are coming at a time when advertisers are "tougher than ever" in their demands that advertising pay dividends, Mr. Lewis requested telecasters to "put a reasonable lid on talent fees and sit on it" regardless of the temptations to lift it.

"A monetary gain in rating" is not sufficient compensation for "raising the cost of a whole medium to the point where advertisers

can't afford to buy it," he said.

One agencyman, who asked not to be identified, accused the networks of behaving as though they are strictly interested in the "billion-dollar advertiser."

"If you're going to have an announcer on a show, you have to have something back of him, and they charge us to hang a drape," he said. "Camera rehearsal is \$300 an hour, but when the bill comes there is an extra engineering charge tacked onto it. It would pay an agency to have a man whose fulltime job it is to fight the extra charges the networks ask for TV production fees."

As examples of the type of network behavior which agencies and advertisers find trying, he cited the following cases:

When Procter & Gamble and Life cancelled their segments of "Kukla, Fran & Ollie," NBC, despite the show's rising ratings—and without consulting the advertisers involved—decided to cut it from 30 to 15 minutes. The remaining sponsors, whose contracts had not expired, were, however, given first option on the shortened version of the program.

When CBS was unable to find a good nighttime spot for "Amos 'n' Andy" (Blatz), the network asked American Safety Razor Co. to relinquish the "Show Goes On" spot and move to a Saturday night period opposite NBC's "Show of Shows" — a hard program for modestly budgeted fare to compete against.

American Safety Razor stayed

with Robert Q. Lewis for 26 weeks in the new time before dropping the show, with an announcement blasting Columbia. Said Charles Solomon, ad manager of the company:

"We at ASR were pleased and completely satisfied with the results obtained in our sponsorship of 'The Show Goes On'... Robert Q. was most cooperative, and dissatisfaction on our part arose only when CBS in their own interests pre-empted the show from its highly rated Thursday night spot. We accepted the substituted Saturday night time period on a firm one-year contract, with cancellation privileges on our part only.

"Although eager to retain sponsorship of the show we were not satisfied with the Saturday night time. The network made no effort to provide a satisfactory time period and did nothing in a promotional way to enhance the show's rating or build public acceptance during the current cycle. This left us but one alternative, the privilege to cancel, which we did, effective with the ending of the 65th consecutive show, Dec. 8, 1951."

At the end of the 1950-51 season, NBC reportedly hiked the price of "Garroway at Large" from \$7,500 to \$18,000 a week — an increase which Congoleum-Nairn refused to accept. (This advertiser returned to TV this fall as a co-sponsor of the Kate Smith evening hour [NBC], but found that show unsatisfactory and moved

Pedlar & Ryan, Inc.
Advertising
250 PARK AVENUE, NEW YORK 17, N. Y.

November the thirteenth
19 51

Mr. Phil Davis
Phil Davis Musical Enterprises, Inc.
1650 Broadway
New York, N. Y.

Dear Phil:

Ever since our first assignment to you for a Camay jingle back in 1948, we have come to expect as a regular thing the high grade of workmanship we found in that first job. I think it's a pretty rare thing to find an outfit such as yours which is capable of delivering ear-filling tunes and effective lyrics which never lose sight of the commercial objectives.

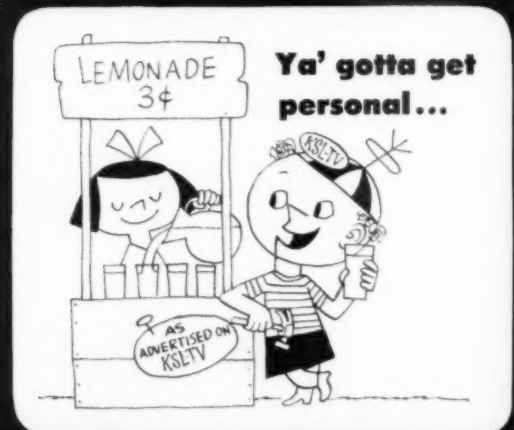
Maybe you can gather from this that I like the Phil Davis operation -- long may it prosper.

Cordially,

Wiff
Wilfred S. Roberts
Vice President
In charge of Radio & Television

WSR:jr

Musical Commercials for Radio and TV
PHIL DAVIS MUSICAL ENTERPRISES, INC.
1650 BROADWAY, NEW YORK 19, N. Y. • COLUMBUS 5-8148



And getting personal is one of those important extras that KSL-TV gives for that added punch — that important sales-plus merchandising! Promotion where it counts, at the point of sale. Hundreds of personal calls are made by our merchandising department which Sponsor Magazine said was one of the best systems in operation today. If your product calls for that added merchandising plus — you need

KSL-TV

SALT LAKE CITY, UTAH • REPRESENTED BY TELEVISION SPOT SALES • CBS • ABC • DUMONT

out after 13 weeks.)

NBC finally succeeded in selling Garroway to Armour, but by then the station lineup no longer was available and Armour refused to take the limited number offered. Hence, no "Garroway at Large" on the 1951-52 schedule.

Best indication that agencies are not just crying "wolf" when they warn that TV advertisers are becoming restless is the wave of cancellation notices which have poured into the networks in recent weeks.

Among them: American Safety Razor for "The Show Goes On" (CBS); Congoleum-Nairn for alternate week half-sponsorship of "Kate Smith Evening Hour" (NBC); Tintair for "Somerset Maugham Theater" (NBC); Life and Procter & Gamble for "Kukla, Fran and Ollie" (NBC); Block Drug Co. for "Crime with Father" (ABC); Bonafide Mills for "Versatile Varieties" (ABC); Philco Corp. for Don McNeill's "TV Club" (ABC); Junket for one of its Garry Moore segments (CBS); Lehn & Fink for "Bride & Groom" (CBS); Hazel Bishop for Freddy Martin (NBC); Swanson and General Mills for "Family Hour" (ABC); Mohawk Carpet Mills for Roberta Quinlan (NBC), and Stokely-Van Camp for its "Little Show" (NBC).

This is not to say that the networks have any great amount of prime time on their hands. Vacancies on NBC are rare during the nighttime hours and usually are snapped up as soon as they become available. The same generally is true for CBS — if an acceptable lineup of stations can be delivered.

As of late November, ABC-TV had six hours and 45 minutes of open time between 7 and 11 p. m., EST, Monday through Sunday. DuMont, which recently lost "You Asked for It" (Sippy peanut butter) and "Ellery Queen" (Kaiser-Frazer) to American, has more openings on its schedule than the other three networks.

Texaco Battles Rising Costs

The cost history of "Texaco Star Theater" (NBC), still No. 1 telecast on most rating reports, despite CBS' Frank Sinatra, illustrates the pattern of development. Started in June, 1948, the show in that year cost the Texas Co. \$51,800 for live coverage on some six stations (this 1948 yearly figure does not include talent and production costs, then averaging about \$9,500 weekly).

In 1949, when the network was increased gradually from seven to 34 stations—including those reached by kinescope—annual time costs moved up to \$285,006.25. Talent and production costs climbed to \$17,400 by April, 1949 and, following the summer hiatus jumped to \$21,700.

With the coverage increasing from 35 to 60 stations between January and October, 1950, Uncle Miltie's time costs for that period totaled \$436,065. When the program returned from summer hiatus in September, 1950, it had a weekly talent-production budget of \$35,500. The 39-week cycle from September, 1950, through June, 1951, cost Texas Co. \$827,851.85 for time charges. Currently time charges for the hourly top-rated telecast are about \$36,375 weekly, or well over \$1,000,000 for the 39 weeks. The talent-production budget is running slightly under \$40,000 for each Tuesday night telecast. As of September, 1952, the weekly time charges will go up sharply again, if present expectations materialize.

DuMont Television Network made an attempt to get the "Texaco Star Theater" away from NBC

last summer by offering the company an annual saving of something like \$400,000. This would have resulted mainly from the difference in the New York rate—\$4,000 for WNBT, as against \$2,200 for WABD—and in production fees.

Rehearsal charges at NBC's studio 6B are \$350 an hour, while DuMont's Adelphi charges \$250 an hour. The switch would have been possible, since Berle's 30-year exclusive contract with NBC does not take effect until the fall of 1952.

DuMont, which has reached the break-even point on network operations, plans to do more of this aggressive type of selling in 1952, when its new 67th St. building, housing five studios, is opened.

Noting that the profits of many companies are off, despite rising sales, Chris Witting, director and general manager of DuMont, expects they will be interested in saving money through less expensive production fees and cheap-

er rates—which is one reason no immediate increase is planned in WABD's basic rate.

"We would rather have a low rate and stick to the card than have a high rate which is constantly cut in half to lure somebody else's business away," Mr. Witting told ADVERTISING AGE.

Talent-production costs of the average half hour dramatic telecast for 1951 are up \$2,500 to \$4,000 above the budgets of the same programs last year, according to Variety's compilations. Shows with vaudeville-musical formats are up too, but not as much.

The highest-budgeted hour show now telecast is said to be "All Star Revue" (Kellogg, Snow Crop, Pet Milk), with a weekly outlay of \$60,000. Jack Benny's sporadic appearances for Lucky Strike—budgeted at \$40,000 per half hour—are the most expensive 30-minute telecasts. Red Skelton's 30 minutes for P&G (NBC) are the most expensive of the regularly scheduled weekly offerings.

Adding to the headaches, there is a feeling around the networks that the technicians—engineers, cameramen, and others—may ask for salary boosts before 1952 gets

very far along.

Key Is Station Clearance
Despite the fact that time is opening up to a degree, with ad-

TV COMMERCIALS AND BUSINESS FILMS

IN MODERN NEW STUDIOS CONVENIENTLY LOCATED NEAR LOOP

- Film-wise creative planning
- PRODUCTION-WISE SCRIPTS
- Imaginative direction
- EXCELLENT PHOTOGRAPHY
- Adequate studios and sound stages
- HIGH FIDELITY RCA SOUND
- Expert art work and animation
- COMPLETE LABORATORY SERVICE

... ALL coordinated in one organization that can solve your television film problems with experience gained from a quarter-century of professional film production.

CHICAGO FILM STUDIOS

CHICAGO FILM LABORATORY, INC.

56 E. SUPERIOR ST., CHICAGO

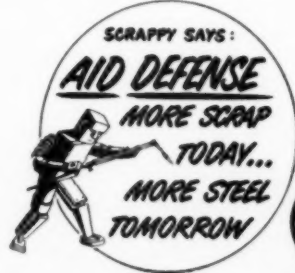
PHONE WHITEHALL 4-6971



How Can America Produce All the Steel It Needs ... for Military... and Civilian Purposes?



FREE BOOKLET Tells How to Conduct Scrap Salvage Program in Your Business. Address Advertising Council, 25 W. 45th St., New York 19, N. Y.



One way is to feed more pig iron into the furnaces. But . . .

That will require more supplies of ore, limestone, coal, etc.*—to say nothing of more new ore boats and rail cars to transport the additional supplies.

A better way—the only practical way—is to use the dormant iron and steel scrap lying around in the form of old machines, equipment, tools and metal structures.

Your business must have available scrap—in some form. That scrap is needed to keep the furnaces going in the

steel mills . . . to keep our fighting forces and our allies well armed . . . to sustain our civilian life at home.

Think how many ways you use iron and steel. Think what would happen if it became extremely scarce. Put your iron and steel scrap to good use—now—by selling it to your local scrap dealer.

Don't delay—the emergency is becoming more severe every day.

*For every ton of scrap fed into the furnaces, we save approximately 2 tons of iron ore, 1 ton of coal, nearly 1/2 ton of limestone and many other critical materials. Also, scrap helps make steel faster, shortens the refining process.

NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

ADVERTISING AGE



A TV PRODUCTION IS BORN—Throughout the country this week, television viewers will see hundreds of video productions on film, each of which went through six basic stages before appearing on TV screens. The personnel of Kling Studios in Chicago here demonstrate the six steps. First stage, seen at the left, is the story conference in which, in this instance, Norman Tolson of the creative department (left) goes over plans with director Bob Langine and v.p. Fred Niles, director of the movie television department. After initial decisions are made, Norman Tolson moves back to his department to get started on the story board

artwork, and Thorlund Thorsen gets to work on the script. Step four is the pay-off. Scenery, cameramen, sound men, electricians, producer and director swing into action—in this case working with a hill billy band. The film is processed, then moves into the cutting and editing room, where large quantities wind up on the floor. The final test comes in step six, in the projection room, where head cameraman David Savitt (at the phone), head electrician Mark Gelder (standing) and Ed Abbe get a last chance to catch items which may previously have been overlooked.

vertisers realigning their schedules for one reason or another, time clearance will remain a major problem in TV so long as four networks are trying to give competitive service through a limited number of the 108 U. S. stations that serve 63 markets, 40 of which have only one station and 11 of which are limited to two stations.

■ A network's ability to clear stations undoubtedly is its strongest selling weapon. NBC, which in September grossed more with 64 TV stations (\$5,380,538) than it did with 181 stations (\$3,713,235), is a pace setter in this respect.

The four TV networks with their limited facilities grossed more than the four major radio networks with complete national coverage during the first nine months of 1951, according to Publishers Information Bureau—\$11,920,131 for TV, compared with \$11,860,646 for AM.

NBC's average nighttime spon-

sored show has a lineup of 42 stations. The largest nighttime lineup is for "Texaco Star Theater" (62), while the largest daytime clearance is for Kate Smith's program—some 50 stations.

■ Next is CBS with an average of 36 stations for sponsors of network telecasts between 6 and 11 p. m., EST. The peak number of stations for evening shows is Philip Morris' "I Love Lucy" with 58. Garry Moore's daytime period for Cavalier cigaret, incidentally, has the same number.

At ABC, the average commercial TV program—as of late November—was carried on 23 stations. Maximum lineups were for "Date with Judy" (McKesson & Robbins) and "Mr. D. A." (Bristol-Myers), each with 52 stations.

DuMont's average nighttime hookup for sponsored shows is 17 stations. The largest station hookup is "Captain Video" (General

Foods), with 24.

Last September, with the activation of the Omaha-to-San Francisco microwave relay link, four new stations—San Francisco, Los Angeles, San Diego and Salt Lake City—were added to TV's live hookup. Regular transcontinental service was started with one AT&T channel available in each direction.

However, contrary to some predictions made prior to the opening of the New York-to-Los Angeles cable, there has been no rush to move television's programming headquarters to Hollywood. Even some of the comedians, who were to have moved their program originations to the West Coast, have been reluctant to do so.

■ A rough count in late November showed ABC with eight sponsored programs getting live transcontinental coverage, yet only one of these was a Hollywood origination. This network plans to make

use of its ample West Coast studio facilities by producing more shows there in the not too distant future.

Approximately 17 Columbia shows are being carried from coast to coast by advertisers. Of these, three—George Burns and Gracie Allen, Alan Young and Frank Sinatra—originate in Hollywood.

At least 15 NEC sponsored programs were getting live transcontinental coverage as of late November. Among those going from West to East: Red Skelton (P&G), Dinah Shore (Chevrolet), and the "All Star Revue" and Chesterfield's "Sound Off Time" on occasion.

Liberal Spenders

Procter & Gamble, which did not show up at all in the top ten listing of network TV advertisers in 1950, according to Publishers Information Bureau's time cost estimates, has taken an easy lead over the field this year.

With some ten shows on three networks, this company, PIB reports, spent \$4,484.62 for time costs during the first nine months of 1951. Since P&G also has been quite active in spot TV, the soap maker, perennial No. 1 advertiser in all media and in network radio, looks like television's top spender for the year—in both network and spot.

Runners-up in network billings: General Foods, \$3,801.158 (during July and August, when several P&G shows were on hiatus, this company was first); R. J. Reynolds Tobacco Co., \$3,447.280; Colgate-

Palmolive-Peet Co., \$2,904,880; Ford Motor Co., \$2,289,228; Liggett & Myers Tobacco Co., \$2,242,726; P. Lorillard Co., \$2,110,692; American Tobacco Co., \$1,983,137; Lever Bros. Co., \$1,766,701, and National Dairy Co., \$1,558,373.

■ In 1950, Ford was in first place on the corresponding PIB list with \$2,037,057; American Tobacco placed tenth with \$951,715. Radio Corp. of America—top network advertiser in terms of network time billings in 1949—dropped to eleventh.

Among the 1951 leaders who were on the 1950 list: Reynolds, Lorillard, National Dairy, General Foods and Liggett & Myers. Also in the 1950 top ten were Philco Corp., which cut both of its programs to alternate weeks this fall and then dropped Don McNeill altogether, as of Dec. 19; General Motors Corp., and Anchor-Hocking Glass Corp.—out of network TV completely since "Broadway Open House" shuttered its doors.

Among the most active TV agencies, on the basis of network billings as compiled by PIB during the first half of 1951, were Young & Rubicam, which topped the list with \$4,958,797; J. Walter Thompson Co.; William Esty Co.; Batten, Barton, Durstine & Osborn; Benton & Bowles; William H. Weintraub & Co.; Dancer-Fitzgerald-Sample; McCann-Erickson; Ruthrauff & Ryan, and Cecil & Presbrey.

■ These top the list, without taking talent costs or spot billings into consideration. Some agencies

Radio Still Dominates THIS RICH MARKET

No other signal covers the South Bend market like WSBT. Radio sets in use are up to an all-time high of 32.8! WSBT's share of audience at 66.6 is way above the national average. And here television is insignificant because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Rhode Island's Best Known,
Only Complete News Service
presents

"The World at Your Dial"
WPJB AM—1420 FM—105.1
PROVIDENCE, R. I.

The full facilities of the Providence Journal-Bulletin news staff cover Providence, all of Rhode Island and the WPJB coverage area 24 hours a day. AND this news is especially written for radio presentation over WPJB and WPJB-FM. Fifteen-minute broadcasts at 8 a.m.—12:30 and 11 p.m. with 5-minute news roundups at 6:00—6:30—7:00—7:30 and 8:55 a.m. and 5:00 and 11:55 p.m. At 6 p.m. WPJB presents a half-hour of news, news background and sports.

Your AVERY-KNODEL representative will advise you of availabilities for spot announcements or complete sponsorship.

There's Good
Listening Every
Day—All Day

ON



will not show up as well during the second half of the year, while others, such as Cunningham & Walsh, Lennen & Mitchell and N. W. Ayer & Son, will be among the leaders for the year as a whole.

One of the few agencies with completely separate radio and video operations is William Esty Co., which has a v. p. in charge of each department. In November, the AM department had a staff of approximately 22, compared with 55 for TV who work on 42 shows weekly, 17 of which are produced by the agency.

In recent newspaper and business paper ads, William Esty Co. claimed that "among all agencies William Esty Co. is currently placing more network television programs—and has had more experience producing TV commercials—than any other agency in the business."

Advertisers in Volume

The eagerness with which advertisers have rushed to get into TV has kept the sales figures spiraling. In the early days of the medium—June, 1948, for example,—N. C. Rorabaugh Co.'s reports, covering 11 markets, showed a total of 234 video sponsors—14 network; 76 national and regional spot, and 144 local retail.

By mid-1949 the figure had jumped to 1,433 (covering 38 markets)—54 network, 324 national spot and 1,055 local. In June, 1950, Rorabaugh's report covering 58 markets indicated a total of 3,912 TV advertisers—107 network, 734 national and regional spot and 3,071 local.

Comparable figures for June, 1951, based on reports from 99 stations in 60 markets out of an available 108 in 63 markets: Total number of advertisers, 5,160, with 159 using network; some 1,064 buying national and regional spot, and 3,937 in the local category.

By product classifications, the Rorabaugh findings for the third quarter of 1951 show the following breakdowns for network and spot, respectively:

- Agriculture and pet foods, 4 and 27
- Automotive (cars, tires, etc.) 12 and 28
- Beer and wine, 8 and 47
- Beverages (non-alcoholic), 12 and 84
- Clothing and accessories, 14 and 43
- Confections, 10 and 37
- Dairy, margarine products, 6 and 64
- Drugs, 14 and 48
- Financial, 1 and 10
- Foods and chain food stores, 45 and 290
- Gas and oils, 5 and 29
- Household (appliances, furnishings and supplies), 29 and 102
- Jewelry, accessories, cameras, etc., 8 and 18
- Laundry soaps, cleaners, polishers, 26 and 72
- Miscellaneous, 10 and 88
- Publications, 4 and 9
- Public utilities, none and 14
- Radio-TV-Phonographs, etc., 8 and 16
- Tobacco, cigarets and accessories, 21 and 28
- Toilet requisites, 25 and 117
- Transportation, none and 28

"The fact that television homes in single channel cities actually do not view the 'bad' programs has been substantiated by other research. For example, homes viewing Kate Smith in the daytime turn the set off at the end of the program," Jay & Graham asserts.

"If this analysis does nothing else, it should drive home the fact that national advertisers have an important stake in the programming of single channel cities. Television homes in these cities are dormant unless the station programs in a manner which motivates these homes to turn their sets on."

Berle Tops in AM Homes Too

On the other hand, there is the startling fact that the most popular show being aired in American homes today—all radio homes that is—is telecast.

Last spring, for the first time, a TV show—Milton Berle's antics for Texas Co.—beat all radio programs in terms of total U. S. homes

reached. The same phenomenon occurred again during the first week in October, according to A. C. Nielsen Co.

With television limited to 32.4% of all the country's radio homes "Texaco Star Theater" (NBC-TV) ranked first in number of homes reached on an average audience basis (both TV and AM, reduced to the average for each minute of the program) by reaching 7,236,000 homes.

The "Star Theater's" station lineup—the most extensive in TV at this writing—gives the show a potential coverage of 98.7% of available video homes. This means, in effect, no video competition at all in many one-station markets.

Other radio-TV pace setters, in terms of homes reached during the first week in October, as measured by Nielsen: Jack Benny (Lucky Strike, CBS-radio)—5,866,000; "Amos 'n' Andy" (Rexall-CBS-radio)—5,699,000; "Show Of Shows" (participating, NBC-TV)

—5,496,000; "Blue Ribbon Bouis" (Pabst, CBS-TV) 5,156,000; "Show Of Shows" (Reynolds, NBC-TV)—5,068,000; "Phileco TV Playhouse" (NBC-TV)—5,004,000; Arthur Godfrey & His Friends (Liggett & Myers, CBS-TV)—4,900,000; "Fire-side Theater" (P&G, NBC-TV)—4,852,000 and Red Skelton (P&G, NBC-TV)—4,772,000.

(All the TV shows—like "Star Theater"—have the advantage of fairly good clearance in video.)

These reports, which detail by companies and products the number of markets being used, are a good indication of the advertisers with the strongest stake in spot TV. Among those most active during July, August and September are: Alliance Mfg. Co. (Foster & Davies) 43 markets; Benrus Watch Co. (J. D. Tarcher Co.), 47; Blatz Brewing Co. (William H. Weintraub Co.), 36; Borden Co. (Young & Rubicam) 39 markets for dairy products and five other products on more limited scale—some through

other agencies; Bristol-Myers Co., Ipana (Doherty, Clifford & Shenfield), 29 plus three other products in scattered areas; Brown & Williamson Tobacco Co., Kools, 51, Viceroy, 26 (Ted Bates & Co.) and Raleighs (Russel M. Seeds Co.) 8.

Also, Bulova Watch Co. (Biow Co.), 60; Cat's Paw rubber (S. A. Levyne), 44; Colgate-Palmolive-Peet Co., Colgate dental cream (Sherman & Marquette), 40; Palmolive shaving cream (Bates), 51, and seven other products in a few markets; Miles Laboratories (Geoffrey Wade Advertising), 44; Philip Morris Co. (Biow Co.), 36; National Carbon Co. (William Esty Co.), 42; O' Cedar Corp. (Y&R), Dri-Glo 22, and mops 48; Personal Blades Co. (Tarcher), 38; Procter & Gamble, Cheer (Y&R), 22 and Joy (Biow), 54, Tide (Benton & Bowles), 46, and 13 other products in few markets.

And, R. J. Reynolds Tobacco Co. (Esty), Camels, 23, and Cavalier, 26; SOS Co. (McCann-Erickson),

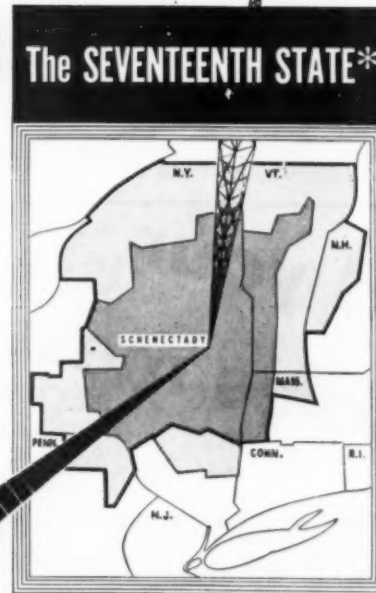
37; Snow Crop Marketers (Maxon Inc.), 42; Trico Products Corp. (Baldwin, Bowers & Strachan), 50; U. S. Tobacco Co. (Kudner), Sano and Encore cigarets, 50.

TRIANGLE Continuous MOTION PICTURE PROJECTOR



Automatically shows your movies over and over with no rewinding . . . in undarkened rooms. "The one that works." Tested by U. S. Bureau of Standards. Used by government and biggest names in business. Bell & Howell Projector unit. Portable. Write Triangle Projector Co., 5307 N. Ravenswood, Chicago 40, Ill.

ONLY ONE STATION COVERS The SEVENTEENTH STATE*



- 22 cities
- 428 towns
- 54 counties
- 2,980,100 citizens
- 840,040 radio families
- only NBC station
- more people than 32 states
- more goods purchased than 34 states
- more spendable income than 36 states

*a compact market of 54 counties in Eastern New York and Western New England whose population exceeds that of 32 states.

WGY THE CAPITAL OF THE 17TH STATE
 A GENERAL ELECTRIC STATION REPRESENTED NATIONALLY BY NBC SPOT SALES

Profits for TV Stations

In the longtime history of television, 1950 will be remembered as the first year when some telecasters enjoyed a profitable operation for a twelve-month period. Half of the 107 stations operating were in the black, according to Federal Communications Commission reports. Not so the four networks—which had a loss of \$9,000,000, even after application of a \$1,500,000 income from their owned-and-operated stations.

FCC estimates put the total industry revenues for last year at \$105,800,000—more than triple the 1949 figure of \$34,300,000. More than half of the total, or \$55,000,000, was contributed by the four networks and their 14 owned stations. Ninety-three other stations reported an aggregate income of \$1,100,000.

Of the 54 stations which hit the profit columns, more than half grossed \$100,000 or more. The earnings of eight exceeded \$400,000. In general, interconnected stations fared better than those not on the live network, and interconnected monopoly-market stations best of all. Twenty out of 29 of these stations made money, with \$90,000 as the average.

Average income of 15 stations in the one-station, interconnected cities was \$174,000; while 11 stations in non-interconnected one-station cities suffered losses averaging \$29,000 each.

Five stations, interconnected for all of 1950 in two-station cities, reported profits averaging \$103,000, against an average loss of \$143,000 for six stations in two-station cities not served by coaxial cable or radio relay facilities.

Over-all profits of the 79 stations in cities on the live hookup were \$5,700,000, while those 27

outlets which were solely dependent on film and kinescope for network fare had an aggregate loss of \$3,000,000.

In company operations where TV and AM facilities are jointly owned, the National Assn. of Radio and Television Broadcasters notes a trend toward separation of functions.

"This, for example, is evident in the sales field, where most of the larger stations have completely divorced AM and TV selling. Also, at the larger stations there is generally a separate program manager. The chief engineer tends to handle both operations as does the station manager," Robert K. Richards, director of public affairs for NARTB, said.

"In regard to the allocation of executive salaries, there is a wide variety of practice. I would guess that, in the past, it has principally depended on the economic status of the business.

"When TV was a losing money proposition, AM probably carried a disproportionate share of the executive cost load. In those cases where TV has become profitable, a more equitable allocation has been worked out."

The association estimates that at least 65% of the country's video stations will be in the black on a 12-month basis in 1951, and a substantially higher percentage on a month-to-month basis as of the last quarter of this year.

Costs for telecasters, like those for everybody else, are going up. At this time it is difficult to separate those resulting from higher prices and those resulting from expanded operations.

In the early spring, NARTB reports, the average video station had a weekly payroll of \$6,267. Labor fees amounted to about 50% or

60% of the typical station's total cost.

As of November, the average TV station had a staff of 61 fulltime and 24 parttime employees. But the range is a wide one. Some operators employ only 30 people fulltime, while others in major cities have as many as 160. It also should be remembered that there is still a good deal of sharing of parttime employees by AM and TV, according to NARTB.

Early in 1951, telecasters were programming an average of 83 hours weekly, the association reports. Last spring, the typical breakdown of program fare was as follows—52% network, 23% film, 22% local studio live and 3% local remote.

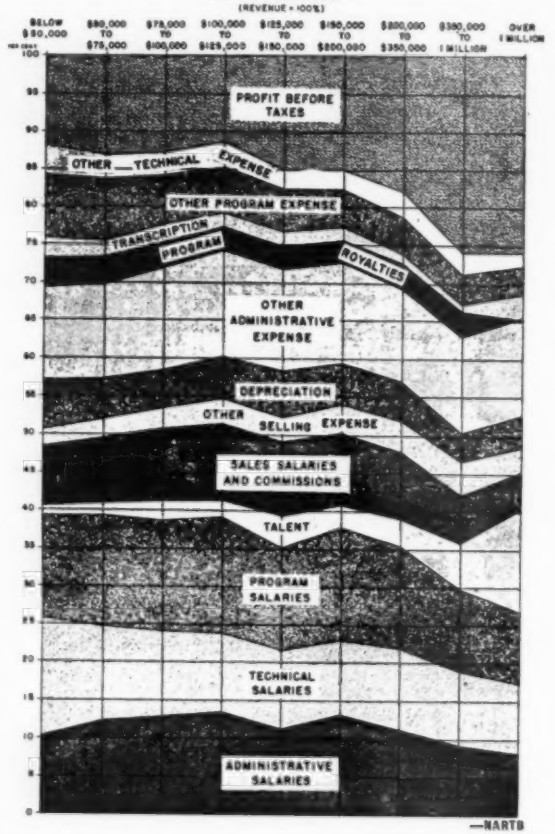
As would be expected very few holders of video station licenses have thought seriously about selling their stations in 1951. There were, however, six transfers approved this year by the FCC. KFMB-TV, San Diego, was purchased from Jack Gross Broadcasting Co. for \$925,897, by Kennedy Broadcasting Co. The latter's top executive is John Kennedy, who owns 48% of WSAZ, Huntington, W. Va.

Don Lee Network (General Tire & Rubber Co.) acquired KFI-TV, Los Angeles, now KHJ-TV, from Earl Anthony for \$2,500,000. Grandwood Broadcasting Co. bought WLAV-TV, Grand Rapids, now WOOD-TV, from Leonard A. Verselius for \$1,382,068. Meredith Engineering Co., a subsidiary of Meredith Publishing Co., bought WOW-TV, Omaha, for \$2,525,000. The Fort Industry Co. purchased KEYL-TV, San Antonio, for \$1,050,000.

Would-be buyers, whose applications now are pending before the FCC, include Columbia Broad-

WHERE DO YOUR BROADCAST DOLLARS GO ?

PICK OUT THE INCOME LEVEL INTO WHICH YOUR STATION FALLS TO SEE HOW YOU STACK UP WITH THESE 1950 AVERAGES.



—NARTB

casting System—for WBKE, Chicago, as a by-product of the United Paramount Theaters-American Broadcasting Co. merger—and General Tire & Rubber Co., for WOR-TV, New York, as a part of the merger of that company's and R. H. Macy & Co.'s AM and TV properties.

Macy's, which will own 10% of the stock of the new operating company, will get \$4,500,000 in cash or other assets for WOR (AM and TV).

The Show's the Thing

There have been many signs this year that television no longer is

the fascinating new toy it once was. Even in single channel cities there is no certainty that viewers will rush to turn on their sets just because a program is on the air.

Analyzing nighttime viewing in August in six single channel cities, Jay & Graham Research found a wide variation between the stations in the number of homes reached during a typical evening and the ability of the stations to keep these homes looking throughout the entire evening.

Station WBEN-TV, Buffalo, succeeded in reaching 60.4% of all TV homes in its coverage area some time between 8 and 11 p.m. on the

CLINCH your TV sales message

FIX THE STORY IN THE VIEWER'S MIND WITH AN AD IN TV FORECAST



Here's why your ad in FORECAST insures greater acceptance of your TV commercials:

1. FORECAST is a Powerhouse—the biggest weekly seller on Chicagoland newsstands; beats the Post, Life, Colliers, etc.
2. FORECAST goes exclusively to Television set-owner homes—perfectly paralleling your television advertising efforts to more than 600,000 readers.
3. FORECAST is a service magazine that is

used morning, 'noon and night seven days a week as a TV program guide.

4. FORECAST rides tandem with TV—drives home on the printed page the fleeting facts glimpsed on the TV commercial. FORECAST makes your TV advertising dollar deliver more for you!

The one-two power punch in Chicago TV-land:

Television to demonstrate and arouse, FORECAST to nail down the sale!

Call Franklin 2-6931 for fast action on rates, ABC circulation facts and sample copies. Also full information on TV program magazine space in all major markets.

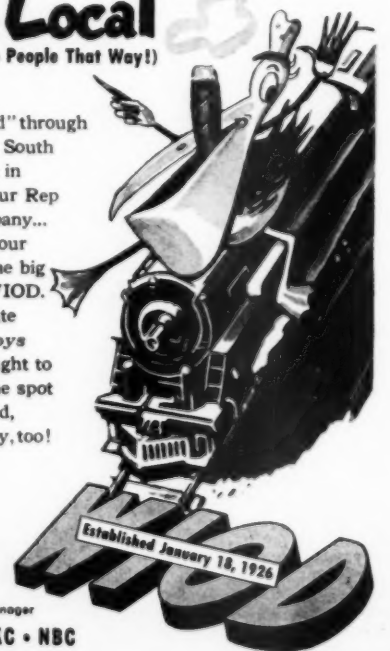


Chicagoland's Television Program Magazine • 185 North Wabash Ave., Chicago 1, Ill.

If You Want to Make a Lot of Stops

Take a Local
(You Meet Lots More People That Way!)

Don't take a "limited" through this vast, important South Florida Market...get in all the stops! Call our Rep...The Bolling Company... and let them plan your sales itinerary for the big season ahead via WIOD. That's the sales route most of the local boys are taking. They ought to know...they're on the spot to check results. And, they're mighty happy, too!



JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC



TV AND TRADE CHARACTER SPARK SALES COUP—Central Ice Cream Co., Chicago, has become one of the six largest producers of ice cream in the area as a direct result of using television and employing a trade character, "Angus," who steps out of the Highlander ice cream carton and makes a pitch for the product on the company's Roy Starkey western show. At the

opening of the show, the camera picks up a normal-size Highlander carton (left), then dissolves to a blow-up of the carton and Angus, who steps out and delivers the pitch. Angus again punches home the product identification in the closing commercial, which includes Starkey. Show is produced by Larry Kurtze for Presbo, Fellers & Presbo, Highlander's agency.

Joins Strauchen & McKim

Robert J. Wilkins, formerly commodity sales manager for Philip Carey Mfg. Co., Cincinnati, manufacturer of building specialties and industrial products, has been appointed an account executive of Strauchen & McKim, Cincinnati agency.

CBS-Columbia Inc. Expands

CBS-Columbia Inc., Brooklyn, television and electronics manufacturer, has purchased 275,000 sq. ft. of additional manufacturing space in Long Island City, bringing its total space to 500,000 sq. ft., as part of a \$5,000,000 expansion program.

average night. These homes stayed with the station an average of two out of the three hours. On the other hand, homes in St. Louis neither turned their sets on as often nor for as long a period. Summarized in table form, the Videodex findings were:

	% TV Homes Reached		Aver. No. of Hours Viewed	Aver. Rating
	(1)	(2)		
Buffalo (WBEM-TV) ...	60.4	2.6	40.2	
Pittsburgh (WDTV) ...	58.3	2.0	38.9	
Toledo (WSPD-TV) ...	57.6	1.7	35.2	
Milwaukee (WTMJ-TV) ...	57.0	1.7	32.5	
Charlotte (WBTV) ...	54.8	1.6	29.5	
St. Louis (KSD-TV) ...	51.7	1.6	28.9	

1. % TV Homes viewing any television from 8:00 P.M. to 11:00 P.M. on the average day.
2. Average number of hours viewed by homes in the first column.
3. % TV Homes viewing television during the average 15 month period, 8:00 to 11:00 P.M.

Commenting on these results, Videodex points out that: "The 'average number of hours viewed' statistic serves as an index of continuity of programming. The greater the continuity of programming during an evening, the more time TV homes will spend viewing. The above figures suggest that 'cut-up' or 'botched-up' programming does not succeed in reaching a large number of different homes.

"Rather, this type of programming hinders the number of homes that view television at all. Television homes in single channel cities are not prone to turn their sets on and off. Rather the sets remain in the 'off' position—in the summertime at least."

■ The research company feels that most of the variation in the ability of these stations to deliver audiences can be explained in terms of the program structures of the individual stations.

A day-to-day analysis of the programming strategies of the various stations showed that WBEN-TV, using a large number of NBC live programs, reaches 64.5% of TV homes for an average of 2.3 hours on Tuesday, compared with 53.8% homes for an average of 1.7 hours reached on Saturday.

Videodex singled out WDTV, Pittsburgh, for doing a good job of getting and holding its audience on all seven days by programming ingenuity. "This emphasis upon programming continuity by the Pittsburgh station succeeds by delivering audiences to kinescopes that frequently are twice as great as audiences for the same kinescopes in other markets," it was pointed out.

■ Owned and operated by DuMont, WDTV some time ago announced that it would make every effort to please as many people as possible by carrying as many of the most popular telecasts—regardless of network origination—as its schedule permits. This, it said, would be done by running some weekly shows on alternate weeks if necessary.

Transfers William McFeely

William M. McFeely has been transferred from the Los Angeles staff to the San Francisco office of Western Family.

Dan River Appoints Navarro

Dan River International Corp., New York, has appointed John K. Navarro, formerly export manager of A. Steinman Co., to the newly created position of product director. He will direct sales promotion for Dan River suitings in foreign countries.

McGraw-Hill Names Boone

Julian H. Boone, promotion manager of Electrical World since 1947, has been named promotion manager of Power by McGraw-Hill Publishing Co., publisher of both papers. Mr. Boone formerly was with the promotion department of Columbia Broadcasting System.

5 Years ... OF RESULTS IN SELLING
Independent WNEB celebrates its fifth anniversary serving New England's third largest market ... WORCESTER, MASSACHUSETTS
WNEB

when it comes to placing your television programs, remember

you can do better* with Spot... much better.*

- * Free choice of markets.
- * No "must" stations or minimum group requirements.
- * Wholehearted station cooperation.
- * Better picture quality than kinescopes.
- * Savings in time costs—enough to cover film prints, their distribution and other costs.

full details from any Katz representative.

THE KATZ AGENCY, INC. Station Representatives

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

Producer of 'Fireside Theater' Strongly Favors Film for TV

HOLLYWOOD, Dec. 4—Unless Hollywood is silly and foolish, television must come to it for film to get the necessary quality of programming, particularly in dramatic shows, asserts Brewster Morgan, manager of television for Compton Advertising. He has the big responsibility for producing Procter & Gamble's "Fireside Theater" (NBC).

Mr. Morgan cites an impressive list of reasons for favoring film over "live" shows. A filmed program can be worked on until it is "right," he says. A poor show can be patched up. If really poor, a program can be discarded. (This is expensive, but it was done in the production of some of the earlier "Fireside" series.) On the other hand, says Mr. Morgan, when you've done a poor live show, you are stuck with it.

■ Filmed programs can be produced on an annual basis. A schedule for 39 films can be set up, with specific programs produced as much as 3½ months before use. This eliminates the harrowing, ulcer-producing situation of "a first night every week," says Mr. Morgan. With plenty of time to work and plan, it is possible to get the best people for a specific program. You are not subject to the unpredictability of who will be available at the time a live show is produced.

Filming also gives a program a backlog. In an emergency, there is always a program available. Problems arising from illness or

accidents to principal players are eliminated.

Speaking as an advertiser, Mr. Morgan believes that for "total opportunity of circulation," one must have film. Admitting that the quality of kinescopes will probably be improved, he says they will never have the quality of good film. This difference in quality looms important to him because he believes all the big programs, "even if acted in a live manner," will eventually be recorded in some manner.

When Procter & Gamble started with "Fireside Theater" a little more than two years ago, it was felt the company was not in the distribution field and therefore should be interested only in getting programs of desired quality to attract circulation. Contracts were made to pay from 60% to 66% of the negative costs, which gave P&G first run and certain re-run rights, with the film property then reverting to the "end money" interests, which were Gordon Levey the first year, and Bing Crosby Enterprises last year. Contracts restricted re-run use of the films to products that do not compete with the P&G line.

■ Thinking then changed as it became evident that P&G might be better off if ownership of the films were retained permanently. Involved here was consideration of the fact the company has many products and brands for which the programs might be used in the future. Also, current first runs will



REST PERIOD—Taking time out during the filming of P&G's "Fireside Theater" are (left to right) Shirley DeArmit, who appeared in "International Incident"; Brewster Morgan, who supervises the show for Compton; Benjamin Kline, director of photography; actress Marjorie Stopp, and Frank Wisbar, producer-director.

again be first runs as new stations are opened in new markets.

Procter & Gamble has been operating under its present setup since April, 1951. This provides that Brewster Morgan operates as over-all supervisor for P&G and Compton Advertising. In this capacity he contracts with Frank Wisbar to direct the series, and, as producer for his producing company, to produce the films. Full financing is provided with the contracts.

The result is, in effect, says Mr. Morgan, a "team in tandem." Actually, he observes, he and Wisbar substitute for each other when necessary. The coordination extends to scripts, rehearsal and actual production.

■ Just how ownership of the "Fireside" films can result in P&G

finally wiping out all costs can be seen in the experience of Bing Crosby Enterprises. The Crosby group financed the series last year. It is reported the cost of 44 pictures was approximately \$750,000 to Crosby Enterprises. They sold the pictures to P&G for approximately \$350,000.

Since then, the pictures have been released under the title "Royal Playhouse," and, after eight months, the Crosby group is said to have taken in more than \$200,000 for re-run use. The films being a quality product, it is expected that future rentals over a period of years will eventually return Bing Crosby Enterprises a substantial profit.

Mr. Morgan said that P&G already has offers for rental of current output that guarantees it won't take long to get back the original investment.

■ The recordings will be, and are necessary, he says, for two important reasons. First, in the case of a product like soap, total circulation is basic. Today, through the cable, approximately 70% to 75% of the total market can be reached. For a product like soap, this is not enough circulation. The difference between 85% and 95% can well be the difference between profit and loss. A film makes it possible to show a program wherever there is a station.

Secondly, says Mr. Morgan, there have been many changes in thinking about the use of television on a local basis. For one thing, television is much more sensitive to time than radio. "Fireside" turns out varied types of dramas. Some are strong, adult-type that just aren't suited to younger people. On a national network, what is a suitable time for such a drama in one area may not be in another. Filming makes it possible to slot exactly the right time in every locality where it is shown.

■ Mr. Morgan has a brief and to-the-point answer to the "riled easterners" who ask how "Fireside" winds up on top of the dramatic ratings in face of "the wonderful stuff done live in the East." He will unhesitatingly admit that even film cannot compete with the top live product.

However, he points out, experience has shown that the main essence of a rating is uniformity and standard of quality that is maintained week in and week out. On this basis, he is "completely confident of the fact that, over a period of 44 weeks, no other program can compete with 'Fireside' on a level of standard quality." Only films make it possible to avoid the poor shows that cause viewers to tune a program out and break a viewing habit.

■ On the dollars and cents side, costs can be very closely controlled in making films. The average cost of a "Fireside" film is \$17,000,

says Mr. Morgan, with a range between \$14,000 and \$20,000. These totals include all costs, it is emphasized. With the experience gained in the making of 130 films, costs are now broken down to the last detail, including such items as insurance on Frank Wisbar, producer and director, and insurance against plagiarism suits.

Figuring of overhead is simplified by the fact that films are made on an annual basis. All costs of rental of space in the Eagle-Lion Studios, where the program is filmed, are included.

Mr. Morgan emphasizes this point because, in his opinion, live production in New York entails "certain hidden costs which have not yet come to light." One example, he suggests, is the fact that a live program can tie up as much as 2,000 square feet of the highest cost space in the world.

■ "Fireside" costs are now known so well, and figured so closely, that it is expected the final cost will not vary more than \$100 from the original budget. (Your AA reporter was shown the costs on a just-finished film. Operating on a budget of \$15,999, the film was brought in for exactly \$184.93 less.)

Another unfolding factor relating to costs is found in the value of the residual rights of films. Sales of the films for second and subsequent showings can return the advertiser his original costs, and he still has ownership of them. This applies only to films of top quality.

Daily Radio Plugs Get Distribution for D-Con Producer

SAN FRANCISCO, Dec. 4—The manufacturer of D-Con, a special raticide made from a formula developed for the armed forces during World War II, used a daily commercial on two KGO radio shows here this year to secure distribution for his product in the Bay Area.

The participating programs used were John Harvey's "Home Digest," aired Monday through Friday at 6:30-7 a.m., and Harvey's "Home Institute," which is heard at 1:30 p.m. every day, Monday-Friday.

No other media were used by the manufacturer in introducing the product here. Within a few days after the announcements were started by Harvey, a distributor had signed a deal with the manufacturer. Soon the product was stocked in most of the large chain outlets in the area.

Harvey, in his plugs, pointed out the simple merits of the product and offered to send any listener a package who would write to him, enclosing \$1.98.

Although Harvey is not now carrying the announcements for D-Con, he continues to receive mail orders from listeners.

Hermosa Tile Issues Film

The Hermosa tile department of Gladding, McBean & Co., Los Angeles, has announced the release of a new 16mm, sound-color motion picture, "For Now and Forever," said to be the first picture by a tile manufacturer. The film covers the experience of a family's remodeling their home plus the manufacture, installation and use of clay tile. Bookings may be arranged through Modern Talking Pictures Service Inc., 45 Rockefeller Plaza, New York, or its branch offices in Chicago, Dallas, Denver, Los Angeles, St. Louis, San Francisco and Seattle.

Gardner Appoints Barton

Gardner Publications Inc., Cincinnati, publisher of *Modern Machine Shop* and *Products Finishing*, has appointed Duncan W. Barton of Summit, N. J., middle Atlantic representative.



Measuring leadership in terms of renewed contracts, WTAG carries the accounts of 29 advertisers who have been on WTAG continuously for 10 years or more.

In that decade and during the previous fifteen years of its history, WTAG captured and has held the number one spot among Worcester radio stations. For those 25 years, WTAG has been under the same ownership and management, successfully devoting every effort to the kind of programming which would build and win the audience of the major Central New England Market.

Let Raymer keep you up to date on WTAG's leadership as shown by Pulse, Hooper and BMB.



WTAG
WORCESTER
BASIC TR. • INC. N.C.



See Raymer for all details

Radio Plays Key Part in Morton Foods' Success in Southwest in Past 12 Years

DALLAS, Dec. 6—Morton's potato chips and Morton's salad dressing are familiar names in Texas and the Southwest, with radio doing the major advertising job for the fast-moving company behind these products.

Two months ago, Morton Foods moved into a new modern \$500,000 plant in Dallas. Next February, the company will be 20 years old. For the past 12 years Morton's has been using radio as its primary medium.

Right now, Texas housewives tuned to their sets are hearing a musical jingle which goes:

Oh boy, fresher Morton Foods—
They are so nutritious—
Really are delicious—
Oh, joy, tasty Morton Foods—
Put Morton's on your list today!

Commercials are playing up the current Morton slogan, "More flavor and more for your money, too."

■ Since 1939, Morton's Potato Chips—the company's original name and product—have been plugged on an 11-12 a. m. "Stars of Tomorrow" program on WRR, Dallas, every Saturday. This is an amateur talent show for young people (such stars as Linda Darnell and Ella Mae Morse once appeared on it). It is claimed as the oldest Dallas radio program under the same sponsorship.

Two years ago, Morton's took a deeper dip into radio by adding three-time-weekly, quarter-hour morning sponsorship of the "Early Birds" on "WFAA-820," Dallas, a clear-channel, 50kw station covering a big chunk of the sprawling Texas market. Morton's is now running into its third year of sponsorship of "Early Birds." (WFAA-820 is the 50kw operation; WFAA also has a 570kc channel that is lower-powered.)

With its old standby on WRR and its Tuesday-Wednesday-Friday segments on WFAA, plus a schedule of spots in scattered Texas markets (e. g., KGKC, San Angelo; KWKC, Abilene; KBST, Big Spring; KTRN, Wichita Falls), Morton's has been showing steady sales gains, justifying its expansion.

■ Morton's distribution area covers Texas, parts of New Mexico, Oklahoma, Arkansas and Louisi-

ana. About 145 trucks and 10 over-the-road trailers are used in the delivery network. Unofficial estimates put Morton's sales gross around \$5,000,000 annually.

Behind its stepped-up radio use is the fact that in the last few years Morton's has switched from being almost exclusively a potato chip company into a widened food operation. Now it is pushing new staples like mayonnaise, salad dressing and sandwich spread, along with Morton's corn chips, Twisteets (cheese-flavored corn chips), and Morton's tamales and chili spread.

■ By buying morning time on the WFAA "Early Birds" (7:15-7:30 Tuesdays, 7:45-8 Wednesdays and Fridays), Morton's substantially identified itself with one of the Southwest's oldest and best-established broadcasts. WFAA claims the 21-year-old "Birds" program as the country's oldest continuous breakfast-club show.

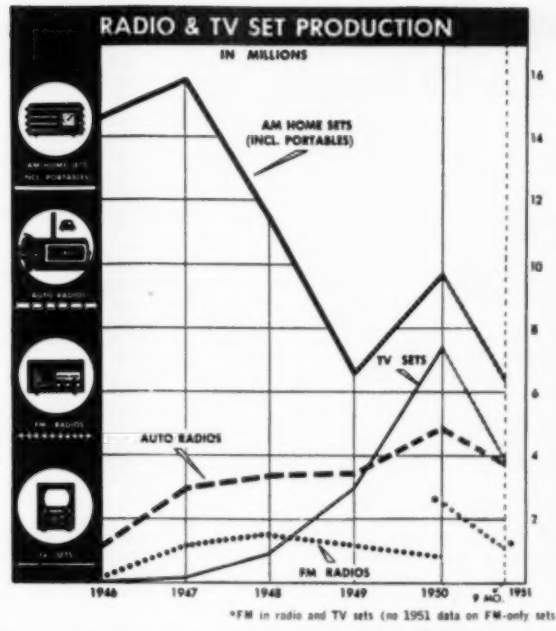
Sales results have shown the impact of radio on Morton's new food lines. For last September (1951) as against September, 1949, Morton's salad dressing showed a unit gain in sales of 134% for pints, 120% for quarts, and its sandwich spread was up 70% for pints, 69% for quarts.

Potato chips, which have not had the benefit of commercials on the new Morton's air schedules, were up a modest 36% over September of two years ago. That's when Morton's took on "WFAA-820."

■ Dramatized "commercials," woven into the continuity, help do a subtle selling job for Morton's on the "Early Birds," the show which uses the locale of a country Hackberry Hotel, wherein Mr. Hack, the twangy proprietor, and Little Willie, his blackface handyman, keep things moving.

They readily work in references to Morton's salad dressing or mayonnaise, etc., on such occasions as when Little Willie is sent marketing, or when talk is turned to things to eat. Recipes are consistently suggested on Morton-doubled time, along with the double theme of quality and economy.

"Food advertisers," remarks



*FM in radio and TV sets (no 1951 data on FM-only sets).

Robert H. Nash, of Ira E. DeJernett Advertising Agency, the Morton agency, "are leading exponents of service-type advertising, and try to help the housewife with recipe ideas."

■ As Mr. Nash points out, G. C. Morton, president of Morton's, originally went into radio to try reaching the housewife in the home and talking directly to her. When Morton's once offered a recipe book to listeners, it made the offer in only four one-minute spots on WFAA but 6,000 requests for books came in.

Edging experimentally into TV, Morton's is using spots in kitchen demonstration shows on both Dallas television stations, WFAA-TV and KRLL-TV.

Mr. Morton's success in the Southwest in building a reputation for Morton's potato chips led to exploiting the Morton's name on other food lines. So successful has the radio-push been for mayonnaise, salad dressing and sandwich spread that Morton's now claims to be "one of the top three distributors of salad dressing products" in the Southwest.

Reflecting his sales spirit, President Morton told his salesmen at a recent meeting: "Fellows, we haven't even scratched the surface yet." His own favored slogan, which he has injected into Morton's advertising and sales philosophy, is "You must be pleased."

Diamond & Gelgisser Moves

Diamond & Gelgisser, New York advertising art concern, has moved to 229 Madison Ave. At the same time, the company announced the appointments of Charles J. Seewald, formerly with Hearst Magazines Inc., New York, and William V. Chevallier, formerly with Esquire, as art directors.

Magazine Shifts MacFeely

Western Family, Hollywood, has shifted William M. MacFeely, special sales representative on the Los Angeles staff, to the northern California area, with headquarters in San Francisco.

Moran Joins Earle Ludgin

Roger F. Moran, formerly with Young & Rubicam, Chicago, has been appointed radio-TV copywriter-producer for Earle Ludgin & Co., Chicago.

KTUL

Proudly Presents



ELIZABETH DIKEMAN

in

"WOMEN ARE WONDERFUL"

- ★ NEW SHOW
- ★ NEW PERSONALITY

3:15 p.m. til 3:30 p.m.
Monday thru Friday

Women know they are wonderful, and Elizabeth tells them so. Household chores are thrown aside when Elizabeth goes on the air. It's a popular show, and a bargain, too. Try it!

PARTICIPATING SPOTS AVAILABLE

See Your Nearest AVERY-KNODEL Man

or write

John Esau, V.P. & Gen. Mgr.

or

L. A. Blust, Jr., Comm. Mgr.

at

KTUL

CBS in TULSA

Boulder on the Park
TULSA, OKLAHOMA

You Can Cover the Rich Central New York Market

with *One* Radio Station

BMB Nighttime Audience Families

WSYR 214,960

Station A 164,720

Station B 148,340

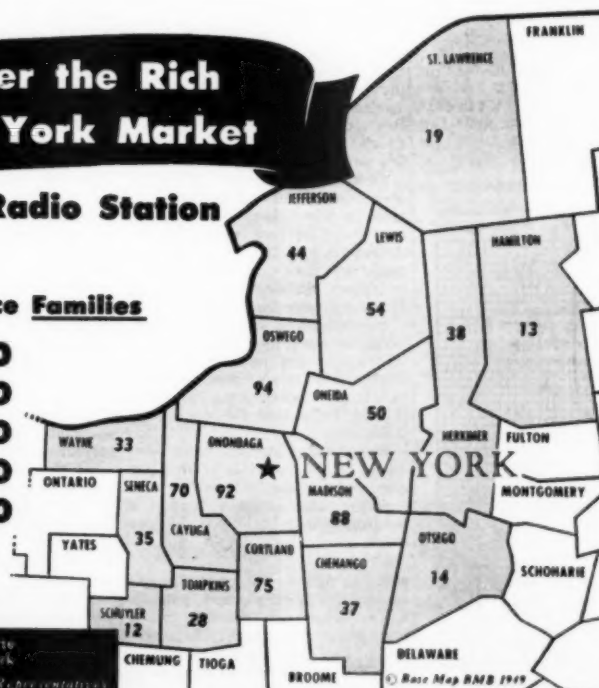
Station C 76,920

Station D 68,970

WSYR ACUSE
570 KC

WSYR - AM-FM-TV - The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Hamilton Road, National Representatives



Subscriber TV Conducts Tests and Flirts with FCC; Theater TV Expands

CHICAGO, Dec. 6—"Pay-as-you-see" television systems during the past year continued their strong bid for both FCC and public approval.

And while the pay-as-you-see systems waited for a green light, theater television continued its gradual expansion, and made a singularly successful venture into the prize fight field.

Zenith Radio Corp. completed its three-month Phonevision test on March 31, and has compiled complete tabular results of the test movie showings (see chart on this page).

Zenith now is waiting completion of the final report on its test, which is being handled by National Opinion Research Center. The NORC report will contain not only that organization's analysis of the Phonevision test, but also results of an exhaustive survey of the 300 families participating in the test, as well as other families in the Chicago area. Zenith reports it is spending an additional \$65,000 (over and above the \$600,000 cost of the test) for this additional data.

When it has received the NORC report, Zenith will file with the FCC, asking approval of subscription television generally, "as a consumer service in the public interest." In addition, the company will ask for FCC approval of Phonevision as one practical method of subscription TV.

Skiatron Subscriber-Vision, another system of "pay-as-you-see" television, developed by Skiatron Electronics & Television Corp., New York, currently is conducting a 60-day test of its system over Station WOR-TV. The tests are scheduled after regular station hours and "decoders" that make it possible to witness the telecast are located only in test receivers in Skiatron's laboratories. Upon completion of this test, the company will furnish results to FCC for analysis and study.

Theater television, which the year before had experimented with the televising of college football games in several cities, was virtually dormant during the first half of 1951.

Then in June some theater owners decided to see whether or not theater TV could give sagging motion picture boxoffice returns a shot in the arm. Exclusive TV rights to the Joe Louis-Lee Savold fight in New York were purchased

by United Paramount, Loew's, RKO and theaters in Washington, Baltimore, Albany, Cleveland and Chicago.

Because it considered this theater TV showing "in the nature of an experiment," the International Boxing Club said that it had charged the group "strictly petty cash" for the rights.

The initial experiment was successful, so two weeks later the Jake LaMotta-Bob Murphy bout was seen exclusively by capacity houses in all but one of 11 theaters in eight cities. The lone theater that fell short of capacity had turned out its regular movie audience and reopened for the fight.

Television set manufacturers, sensing in this swing to theater TV a threat to sales of TV sets, decided to get into the act.

In July, nine manufacturers, led by Allen B. DuMont Laboratories, bid \$100,000 for the rights to the Ezzard Charles-Jersey Joe Wolcott bout, which was telecast over 41 DuMont Television Network stations.

But the next round went once again to theater TV, and this time it got a terrific assist from the caliber of the particular fight—the Sugar Ray Robinson-Randy Turpin rematch. Fourteen theaters in 11 cities carried the bout, and at many of them the patrons started to line up hours before the fight was scheduled to start.

The theaters are reported to have paid some \$25,000 for their TV rights, with an estimated 33,000 persons witnessing the fight and another 100,000 being turned away.

The \$25,000 paid to International Boxing Club for the TV rights was low, compared with the \$100,000 tab that Pabst Brewing Co. has picked up for live TV and AM coverage of fights (for the Ezzard Charles-Joe Louis battle Pabst paid \$140,000).

The success of the venture into the fight field has emboldened theater TV interests to the extent that one group, Theater Network Television, New York, has signed with Madison Square Garden for exclusive rights to all top winter sports events held there (see story on Page 52).

Although the exact number of theaters in the country that are equipped with theater TV can only be estimated, there are some figures available which indicate the extent of theater TV coverage.

Movie trade papers last July estimated that theater TV projectors then in operation could reach 61,123 seats, and that equipment on order, for delivery this fall, would add another 40,732 seats.

(Based on a rule-of-thumb that a good-size first-run movie house seats approximately 2,500, that would mean that there are only about 40 theaters equipped, or about to be equipped, for theater TV.)

Radio Corp. of America, which is doing a lot of installation, predicted earlier this year that by the end of 1951 some 100 theaters would have RCA installations. Warner Bros. has placed orders to have RCA equipment installed in 25 theaters, and five or six of these are supposed to be ready now. Warner is exceeded only by United Paramount; which late this summer had 20 RCA systems on order, plus two Paramount systems, and had five theaters equipped at that time. (In June, United Paramount had 27 theaters which could run instantaneous telecasts on their screens.)

Theater Network Television, headed by Nathan L. Halpern, has approximately 40 movie houses with Theater TV affiliated with it.

A theater TV installation considerably less expensive than most was demonstrated this fall to motion picture representatives by Trad Television Corp., Asbury Park, N. J. The full-screen set comes in two models—a single unit system to sell for \$5,850 and a dual unit system priced at \$7,650, plus installation costs of not more than \$1,000.

A spot check by AA's correspondents in several cities revealed the following situations regarding theater TV:

Philadelphia—It has attracted considerable attention here. Five theaters already have it installed, and during the recent closed-circuit fight telecasts all five were jammed. However, both agency men and theater men admit that crowds are a certainty only when the event is good, and the latter see it as a good thing only for special events, not as a regular attraction.

Cleveland—One theater, the Palace (RKO), has had large-screen TV for months. On top boxing attractions it draws big crowds—and big boos from blacked-out home video fans.

St. Louis—There is one theater with TV here and another one is planned and should be operating within a month. The equipment has been purchased, but the actual theater in which it will be installed has not been selected.

Dallas—Interstate Theaters, owner of this city's leading downtown movie houses, has ordered equipment for five theater TV installations, but officials of the company say they don't know when to expect delivery and have no definite programming plans.

Denver—John and Harris Wolfberg, owners of four Denver drive-in theaters and two regular theaters, the Broadway and the Paramount, are attempting to bring theater TV to this TV-less city in a big way.

Installations already have been made in the two indoor theaters and only some difficulty with boosters and adapted lenses is holding up installations at the four drive-ins.

While theater TV gradually expands its facilities and extends its coverage to different sports, both Phonevision and Subscriber-Vision face an uncertain future.

In the case of Phonevision, even if Zenith does get an okay from FCC to go ahead with its system,

Summary of Attendance of Phonevision Test

Week	Phonevision Subscribers Attendance	Average Attendance Per Week	Projection Per Week Based on 10,000,000 Television Receivers (In 000,000)	Projection Per Year Based on 10,000,000 Television Receivers (In 000,000)	Projected Producers' Share at 50% (In 000,000)
First	926	3.1	\$31	\$1,612	\$806
Second	569	1.9	19	988	494
Third	561	1.9	19	988	494
Fourth	505	1.7	17	884	442
Fifth	455	1.5	15	780	390
Sixth	465	1.6	16	832	416
Seventh	442	1.5	15	780	390
Eighth	432	1.4	14	728	364
Ninth	493	1.6	16	832	416
Tenth	458	1.5	15	780	390
Eleventh	481	1.6	16	832	416
Twelfth	457	1.5	15	780	390
Thirteenth (6 days only)	506	1.7	17	884	442
Total	6,750	1.7	\$17	\$884	\$442
Last full three weeks (excluding last 6 days)	1,396	1.6	\$16	\$832	\$416
11 Weeks (excluding first week and last 6 days)	5,318	1.6	\$16	\$ 832	\$416

Daily and Annual Box Office as Indicated by Projection of Phonevision Test Results to 10,000,000 TV Receivers (Based on 10,000,000 Television Receivers)

At Rate Established By	Total Actual Attendance	Total Possible Attendance	Average Attendance %	Return Per Day (In 000)	Return Per Year (In 000)	Producer's Share at 50% (In 000)
Ten Pictures with Median Attendance	725	3,000	24.17	\$2,417	\$882,205	\$441,103
Ten Pictures with Average Attendance	750	3,000	25.00	2,500	912,500	456,250
Ten Pictures with Lowest Attendance	362	3,000	12.07	1,207	440,555	220,278
All 90 Pictures	6,750	27,000	25.00	2,500	912,500	456,250
Last Full Three Weeks (excluding last 6 days)	1,396	6,300	22.16	2,216	808,840	404,420
11 Weeks (excluding first week and last 6 days)	5,318	23,100	23.02	2,302	840,230	420,115
Picture with Highest Attendance	179	300	59.67	5,967	2,177,985	1,088,978
Picture with Lowest Attendance	24	300	8.00	800	292,000	146,000

there are still some problems to be solved.

The most severe of these is the refusal of Illinois Bell Telephone Co. to carry Phonevision signals over presently existing telephone lines. This means that Zenith would have to run a separate line into every Phonevision-equipped home, which would add considerably to the cost.

Illinois Bell also refuses to bill Phonevision customers on their regular monthly phone bill, and will not permit its operators to "unlock" the Phonevision signal on request of dialers, saying that this operation must be performed by the organization offering the subscription TV service.

Zenith, however, reportedly is working on a new system of Phonevision which would eliminate completely the need for telephone lines to transmit its closed circuit signal. Such a system would eliminate all worries about the telephone company's cooperation.

Company officials have neither confirmed nor denied reports of the new system, but E. F. McDonald Jr., president of Zenith, may have hinted at this new development last September when commenting on the successful theater TV coverage of the Robinson-Turpin fight.

On this occasion, Mr. McDonald refrained from boosting his own system of Phonevision, but said that the only hope of keeping events like this on the air "is through some form of subscription television, whether or not it is Phonevision."

(The wording of Zenith's forthcoming application to FCC, asking first for a blanket okay of subscription TV and then for approval of Phonevision, might also be significant.)

Skiatron uses no phone lines, equipping each TV set with a special decoder which will unscramble the picture upon insertion of a plastic punched card in the set, so it does not have Zenith's problem.

Skiatron claims its system will be less expensive than Phonevision because there are no extra charges for transmission of signals and leasing of wires. Cards used in Subscriber-Vision will be changed frequently. Proposed cost of a card will be \$2, and each card will be good for ten hours of TV entertainment.

In one of the recent test telecasts over WOR-TV, Timothy J. O'Brien, board member of Skiatron, said that if the FCC authorized the system on a commercial basis Skiatron within 30 days could sign up 100,000 subscribers in New York alone, and in six months would have 500,000 in the same area.

Mr. O'Brien also said that upon completion of the current WOR-TV test Skiatron would apply to the FCC for permission to conduct a 90-day test similar to Zenith's among some 300 subscribers.

Advertest Reports Best-Remembered TV Commercials

NEW YORK, Dec. 6—In a second study in the New York area to find the best-remembered commercials, Advertest Research in October found Ford, Texaco, Howard clothes, Bird's Eye, Lipton tea, Ronson, Pepsi-Cola, Chesterfield and Bulova leading their respective categories—as they did in September, 1950.

Viewers were about equally divided on their preference for live (using people) and cartoon commercials. As to the format, the majority preferred singing or dancing pitches, with drama as a fair second.

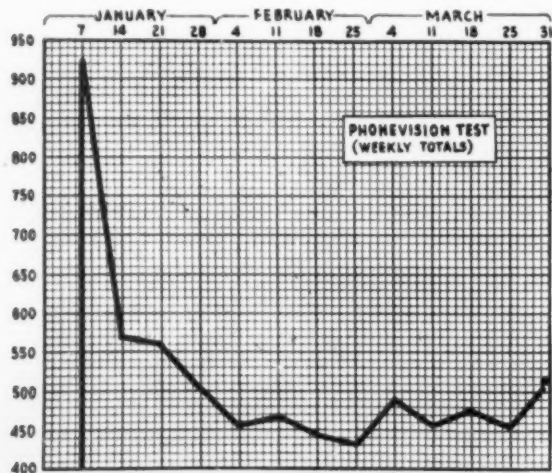
Some 38.5% of the people questioned suggested "showing a product in use" as the best method of presenting a product on TV. A large number (40%) thought the amount of video time devoted to advertising is greater than it should be, though many noted improvement in this and other aspects of television advertising.

Lucky Strike replaced last year's favorite—Ballantine—as the best-liked commercial; Philip Morris continued to head the most disliked list.

Among the products scoring at least 2% in the "TV prompted me to try it" column were Lipton tea, Ajax, Tide and TV Guide.

Union Pacific Names Two

The Portland, Ore., office of the Union Pacific railroad has promoted Charles R. Ward, assistant public relations director, to district advertising manager. Walter A. Graydon, formerly with the Herald, Hermiston, Ore., has been appointed to succeed Mr. Ward in the public relations department.



TOTAL VIEWERS—This graph shows how many people paid to watch Phonevision each week during the 13-week test. *Figure for March 25-31 is for six days only.



A leopard
doesn't change
its spots...

but smart time buyers do!

When an independent station like WNHC goes NBC and delivers an important market like New Haven* then it's time for many a time buyer to reconsider his budget allocations for this major market of Southern New England.

WNHC-NBC assures the edge in listenership. Aggressive merchandising—loyal friendships among retailers, distributors—a proven ability to sell in this New England community—adds to the attractiveness of the WNHC-NBC combine . . . and makes it one that will be used more and more in the future to "deliver New Haven."

**New Haven's families earn an average of \$5,426, spend more than \$48,000,000 on food, better than \$221,000,000 in retail stores, over \$6,000,000 in drug stores.*

WNHC is **NBC**
AM **NBC** FM new haven

represented by the Katz Agency

Bonafide Mills Believes a TV Show Should Make Friends for the Sponsor

NEW YORK, Dec. 6—Bonafide Mills, which canceled its ABC-TV time contract for "Versatile Varieties," effective Dec. 14 (AA, Nov. 19) because the company could not get enough markets on the network, now is going ahead with plans to buy time on individual stations in all markets where suitable evening time can be cleared.

Announcement of complete plans will be released before the end of December, AA was told by Charles J. Basch III, president of Gibraltar Advertising Agency, who said that spot programming is the only solution to the client's problem.

Some people in advertising and television have wondered why Bonafide Mills, sponsor of the Bonny Maid TV show since 1949, changed its program last winter from a variety to a musical comedy

show cast entirely with children with a "big name," non-performing emcee.

"This was done deliberately," Frances Scott, radio and TV director of Gibraltar Advertising Agency, told AA, "when client and agency agreed that the novelty and a 'name' which had not been hawked around, might attract a lot of viewers who were not the jaded, show-wise and show-weary Broadway types. So real royalty, lovely Lady Iris Mountbatten, was selected as emcee, and an original musical comedy format was set up, using the most talented children available.

"Advertising agency heads," Miss Scott continued, "are coming to the realization that more and more home viewers are getting fed up with the so-called 'smart



PRODUCT IDENTIFICATION—Bonafide Mills' Bonny Maid floor coverings TV program ranks high in sponsor identification through personification of Wear and Tear and Bonny Maid, which have been identified with the company's program for three years.

gags' that are part and parcel of many of the biggest shows on TV.

"Agencies are putting pressure on writers and comedians to clean up their thinking and their material before sponsors get wise to the fact that home folk object to off-color remarks, knowing smirks, and supposedly clever asides. These do not make consumers feel kindly toward the sponsor's products.

"If a TV show isn't out to make friends for a sponsor the sponsor isn't going to make sales," Miss Scott insists. "To be funny at somebody else's expense is sometimes the most expensive thing you can do—and the most foolish."

This idea is not new, she pointed out, especially at Gibraltar Advertising Agency, which specializes in TV and radio advertising. "We have always used what we call a 'yardstick of good taste,'" Miss Scott said. "If there's a gag or a situation in any script that causes anybody in the organization to raise an eyebrow, or to infer anything that might be considered off-color, the objectionable or questionable matter is deleted immediately.

"We believe that shows, unless they go on the air very late at night, must be aimed at family groups, and that they should contain nothing to make anybody shudder at the stuff little Johnny hears or sees right in his own living room."

Gibraltar has been handling Bonafide Mills' TV advertising since 1949, when the 26-year old floor tile manufacturer, which had never done consumer advertising before, launched its first TV show.

This year, when the change-over from a variety to a musical comedy show, using children, was made, the sponsor boosted the advertising budget about 35%, Mr. Basch told AA. This is largely for time charges. While no figures are available, Mr. Basch said that the major portion of the company's advertising budget is spent for television, with a small percentage being used for business paper space.

Samuel Spector, president of Bonafide Mills, Mr. Basch said, is thoroughly sold on television. Moreover, Mr. Spector is convinced that you have to entertain people to get their attention, and that you have to give them what they want. Evidence that the Bonny Maid program is doing that is indicated by the mail that comes in.

The company receives between 400 to 500 letters a week asking for a picture of the company's trademark, a photograph of the leading Bonny Maid. In addition, the company, the agency and American Broadcasting Co. receive about 350 letters jointly

every week asking for tickets to the telecast, and another 300-odd letters weekly commenting on the show, asking for the names of dealers in certain areas, and giving testimonials about Bonny Maid linoleums and Versa-Tile.

When the show was changed over last winter, a Sunday morning time slot, 11:30 a. m. (CBS), was selected, Miss Scott explained. "The public liked it immediately," she said, "and we received thousands of letters saying 'Versatile Varieties Junior Edition' was the best of its kind.

"After a few weeks," she continued, "more letters started coming in asking why the program could not be put on at night, so children could view it with their parents, without staying home from church or Sunday school.

"It may surprise you to learn," Miss Scott said, "that surveys proved that more than half of the Sunday morning audience we had was composed of adults. We had hoped for that, but the evidence was more than gratifying.

"When dealers and distributors wrote and phoned in telling us that

the air at night. There were several important requirements, however," she added.

"First, a time slot was needed on a Friday evening, because the show was cast entirely with children. With no school the next day, the youngsters in the cast and at home could stay up a bit later.

"Second, a time slot was desired that would not be too late in New York, where the program originated.

"Third, with the number of ticket requests always pouring in, we needed a theater with good-size audience accommodations.

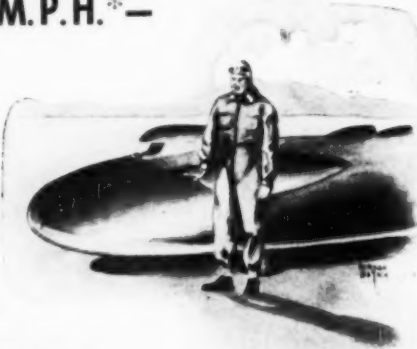
"The networks were shopped," Miss Scott said, "and a 9:30 p. m. spot on alternate Friday nights on ABC was selected for our half-hour show. We started out with 17 stations, but ABC said it could build up nearly as large a network as we'd enjoyed on NBC and CBS. When we could not get satisfactory evening time on more stations in areas we needed, both the client and we were very unhappy and so also were the dealers in the 'neglected' areas. Bonny Maid distributors in cities where the program was telecast were delighted with the results."

"After seeing our demonstrations, many of which are based on testimonial letters we receive, and which are dramatized for effectiveness, people who see the show go to their local dealers and insist on Bonny Maid floor coverings. Crowds line up after each show in the studio to get autographs from both Lady Iris and the Bonny Maids.

"Another thing," Miss Scott added, "that may be of interest about this show is that we have learned that the kids really make it click. There's an appeal to really good children performing that goes straight to the hearts of Americans. The youngsters really have a good time on the show, they love it, and their enjoyment is contagious."

The company awards a scholarship at every show to the most talented child performer, which entitles the recipient to a year's coaching at the Charles Lowe

YOU MIGHT RACE AN AUTO AT 403 M.P.H.*—



BUT...

YOU NEED THE FETZER STATIONS TO BREAK RECORDS IN WESTERN MICHIGAN!

If you're trying for the rich Western Michigan market, WKZO-WJEF and WKZO-TV are far and away your best radio and television values.

RADIO: WKZO and WJEF deliver about 57% more city listeners than the next-best two-station combination in Kalamazoo and Grand Rapids—yet cost 20% less! In addition to acknowledged home-town superiority, WKZO-WJEF have also greatly increased their unduplicated rural audiences over 1946—up 46.7% in the daytime, 52.9% at night, according to the 1949 BMB Report. In the Grand Rapids area alone, this means an unduplicated coverage of 60,000 homes, day and night!

TELEVISION: WKZO-TV, Channel 3, is the official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. A new 24-county Videodex Diary study, employing the BMB technique, shows that WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Western Michigan's other TV station!

Get all the facts on WKZO-WJEF and WKZO-TV! Write direct or ask Avery-Knodel, Inc.

*John R. Cobb was clocked at 403.135 M.P.H. at Bonneville, Utah on September 16, 1947.



ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



WORKING ON SCRIPT—Charles J. Basch III, president, and Frances Scott, radio and TV director, respectively, of Gibraltar Advertising Agency, co-producers of "Versatile Varieties," with Bonny Maid, trademark of Bonafide Mills, program sponsor.

they felt they were missing business because the show was not seen at night, we decided to look further into nighttime programming again.

"The dealers that handle Bonny Maid floor coverings insisted they wanted this same children's show, a show the entire family could enjoy," Miss Scott said. "They also made it quite clear that they definitely did not want any sophisticated dramas, blood-curdling mysteries, or too-smart variety shows. It was the store owners, distributors, architects—family people and their customers—who enjoyed and asked for the wholesome type of show we are doing.

"That's why," Miss Scott said, "we decided to put 'Versatile Varieties Junior Edition' back on

School of Dramatic Art.

"And don't forget," Mr. Basch said, "that one of the vital things about this show from an advertising angle is that it ranks very high in sponsor identification. Customers identify the product to dealers by name as a result of having seen demonstrations on TV. The sponsor manufactures Versa-Tile. We put on 'Versatile Varieties' and use the letters VT on a tile, which reversed is TV, and which shows up in the introduction as VT-TV (Versa-Tile on TV).

"Every device we can use to strengthen sponsor identification is employed," Mr. Basch said, "and the proof of its value is shown in the way people identify Bonny Maid products in dealers' stores."

Radio Free Europe Is Political Weapon

Substitute for 'Voice' Needs Additional Funds to Penetrate 'Curtain'

NEW YORK, Dec. 6—It's possible that the most exciting activity of American radio isn't in the U. S. but in the studios and transmitters of that unique private political weapon abroad, Radio Free Europe. Now beaming into the Iron Curtain from three transmitters in six languages, and backing up the radio barrage with a constant stream of balloons, Radio Free Europe has become a challenging symbol of the ability of the free world to project the image of freedom to the enslaved.

Further, on May Day of 1951 (a date long appropriated by the Communists), RFE unveiled its new 135,000-watt transmitter in Munich, with five directional antennae aimed at the Czechs.

■ And all this is the result of a little more than two years' work. In May, 1949, the National Committee for a Free Europe was formed by such eminent Americans as Joseph Grew, Allen Dulles and DeWitt Poole. Its initial object was to care for the refugees from Iron Curtain countries.

The National Committee—of which C. D. Jackson, publisher of *Fortune* on leave, is now president—subsequently spawned the Crusade for Freedom, to be its promotional and fund-raising arm. It started its first fund drive on Labor Day, 1950, shooting for \$1,300,000. The current target is \$3,500,000.

The principal operators in the Crusade are Lucius D. Clay, one-time general in charge of western Germany and now chairman of Continental Can Corp., Harold Stassen, president of the University of Pennsylvania, and Abbott Washburn, formerly director of public relations for General Mills, who is credited with being the most active money-raiser.

■ The first effort of Radio Free Europe was a small shortwave transmitter which went on the air

July 4, 1950, beaming an hour in each of five languages.

The new broadcasting team had two ideas—that it could safely operate in a way which was denied to the Voice of America, which must observe protocol, and that it would not be Americans talking to captive peoples.

Instead, from the very beginning, RFE programming has utilized free Czechs to talk to enslaved Czechs, free Hungarians to talk to captive Hungarians.

It was realized that RFE transmitters had to compete for the attention of the citizens of occupied nations. As C. D. Jackson explained it, they are "actually a Czechoslovak station selling a product by the best-known American radio sales techniques to the people of Czechoslovakia, competing with Radio Prague, Radio Bratislava, Radio Leipzig, program for program, hour for hour, just as CBS competes with NBC, and by their sales ingenuity capture the audience and let the propaganda take care of itself. That is their philosophy, and that is why it works."

■ The shows run the full gamut of radio fare—commentary, news, entertainment, religious shows, fashion programs, etc. But they also include denunciation of Communist agents and informers, code messages for families of escapees, and other explosive material.

Further, the station counter-punches. Just before 7 p. m., it tells its listeners to switch to Radio Prague for the big news broadcast, that RFE will be occupied for the next quarter-hour with incidental music. "When Radio Prague finishes, switch back to Munich," and Radio Free Europe will analyze the Radio Prague news, and explain what it really means.

This calls for a high degree of skill, because RFE's men have to listen to the Radio Prague broadcast, and be able to tee off in rebuttal, talking news in the terms of the news they have just heard.

■ Another form of counter-punching is a program entitled "How to Read Your Newspaper." Since the curtain is fairly porous in spots, Prague newspapers can be had the same day, and a news announcer runs through the issue of *Rude Pravo*, inviting the listener to read it with him. "We in the West have learned to read Communist newspapers," he says, and he then dissects stories, comparing headlines with text, stories with conflicting stories in the same issue.

And along with the radio coverage, the flights of balloons take off regularly, helped by the clockwise currents of air in the northern hemisphere, which blow them into the Iron Curtain countries. Originally, a three-man crew could launch 60 balloons an hour; now a five-man crew can loose 100 in an hour, and in the month of August about 15,000 balloons went into Czechoslovakia and Poland.

How does it work? Well, of the 31 people who rode the Czech freedom train, 22 had been listening regularly to RFE, and had been influenced to try their dash to freedom by its broadcasts.

■ There are other devices. Listeners are asked to address questions to Box 6220 in Munich—indirectly, of course, since postal authorities would be quick to inform on senders. But mail pours into the box, and RFE answers the questions to the best of its ability.

Nor is it all this simple. Refugees from the countries must still be in-

terned for long periods in camps, and exiles from the Iron Curtain countries are as split in their political thinking as any group of exiles traditionally has been.

But one of the more hopeful signs is the establishment of a "Declaration of Liberation," signed last February at Independence Hall in Philadelphia by representatives of ten nations now behind the Iron Curtain. This declaration affirms the exiles' belief in freedom of the individual, of movement and of communication, and declares for a federation of nations "for the com-

mon good of our European civilization and for the cultural heritage of mankind throughout the world."

■ And in Europe, there is now operating the "Free Europe University in Exile," located in Strasbourg, open to exiles from the ten countries in Russia's orbit who are between 18 and 32, are holders of baccalaureate degrees, and who can follow courses in French.

Besides this, the National Committee for a Free Europe, whose members range from publishers like H. R. Luce and DeWitt Wal-

lace and Palmer Hoyt to Hollywood's Darryl F. Zanuck and Cecil B. De Mille to labor's James B. Carey and Matthew Woll, has produced a striking series of pamphlets on the nature of Soviet occupation. These pamphlets are authoritative, workmanlike and effective. At the conclusion of one, its appeal is concise: "The issue is for you to decide. In the vital conflict for the preservation of freedom, the National Committee for a Free Europe offers every single citizen the opportunity to throw in his weight."

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Television Makes Sports Moguls Fret About Attendance, Anti-Trust Suits

(Continued from Page 52)
sports situations is that teams cannot set up centralized authority to control broadcasting or telecasting. The issue was raised several years ago when baseball clubs

adopted regulations preventing broadcasts of non-local teams in the territory of a league member. Recently, baseball left all broadcasting and telecasting arrangements to the individual clubs.

■ RTMA has called on its members to stimulate attendance at sports events. Except for minor-league baseball, it contends that all sports have benefitted from widespread broadcasting and telecasting.

It points out that racetrack attendance is up 25% from 1950, and that boxing staged a strong comeback in 1951.

"The build-up of boxers on network and local television; the substantial returns to promoters and fighters from home and theater television, with the possibility of

the return soon of the \$1,000,000 gate, has resulted in more friendly acceptance of television by the boxing fraternity."

To bolster the case for sports telecasts, RTMA is underwriting still another study of sports attendance by Jerry M. Jordan, whose previous studies have stressed that, when the novelty of TV set ownership wears off, people once again return to the ballparks and stadiums.

■ In the heat of arguments for and against the NCAA's TV experiment, one of the most interesting theories advanced has been that it is not the colleges, but the high schools, that have pressured the NCAA into imposing its strict blackout.

Proponents of this theory reason thusly: the nation's high school gridirons being the training ground for college football players, it is important that the high schools continue to draw football crowds in sufficient numbers to make the sport profitable. Only

in this way can high schools develop the well-coached, polished player that is needed to feed the grinding mill of big-time college football.

■ Gov. Lawrence Wetherby of Kentucky also objected violently to the NCAA plan, complaining to the Justice Department about the ban on the telecasting of the Kentucky-Tennessee game. The Justice Department informed the governor that, although the restrictions barring the telecast were illegal, the department was powerless to act.

If the two universities involved believe restrictions are illegal, "the decision as to whether to permit the telecast is in their hands," Newell A. Clapp, acting assistant attorney general, wired the governor. Apparently the universities decided not to buck the NCAA, and Station WHAS-TV, which originally sought permission to televise the game, dropped the matter.

NCAA held a press conference on the eve of the Army-Navy

game last Friday, at which it purportedly was to release some preliminary findings of its TV experiment, but the association merely announced that the results would be disclosed at its annual meeting in Cincinnati, Jan. 7-13.

At the press conference, NCAA released the following statement, which can hardly be said to clarify matters:

"Our experience this year has demonstrated that football fans everywhere want to see the college football games telecast. We trust that this will be possible, in keeping with the best interests of all schools participating in collegiate competition."

■ The NCAA did reveal some of the survey techniques being used by National Opinion Research Center in its handling of the experiment.

Some 80,000 football fans have received questionnaires from NORC, and 42,000 of those returned are being tabulated. In addition, 25,000 homes in ten areas are being contacted by phone; 4,000 football fans have been interviewed by phone, and 6,000 alumni of six representative colleges have been polled.

Every week throughout the season, NORC has interviewed 500 fans in their homes in Boston and 350 fans weekly in Pittsburgh. A national sample of 1,300 fans was made both before and after the season, 250 different high schools in 19 different-size communities have been studied, and 269 colleges with football teams have reported their attendance to NORC.

■ Preliminary attendance figures on college football games show that attendance in "blacked-out" areas has risen 5% from last year, while over-all attendance has declined approximately 2%.

According to Telepulse and Videodex surveys covering games played Oct. 6 and 7, for the first time more gridiron fans watched the DuMont Television Network's Sunday telecast of a National Football League game than witnessed the Saturday contest televised nationally under the NCAA's experimental program.

The multi-market Telepulse report for the month gave the professional game a 26.1 rating; the college game 21.1. Videodex, for the same month gave the professionals a 20.1 rating and the collegians a 12.9 figure.

The ratings were based on the Illinois-Wisconsin college game, seen in 38 cities and the Chicago Bears-Chicago Cardinals professional game, seen in 12 cities.

■ The University of Pennsylvania, which threatened to defy the NCAA ban when it first was announced, will lead the fight against the ban again this year.

Francis T. Murray, Penn's athletic director, will seek the support of other members of the Eastern College Athletic Conference at the group's annual meeting on Dec. 14.

Mr. Murray's resolution solicits an "opposition bloc" at the NCAA policy meeting early next year. It also asks that "no act of policy, rule or regulation of ECAC as a group or agreement of two or more members in any way will be allowed to contravene or impair rights of any members to deal directly with television or network."

■ He listed seven reasons for submitting the resolution:

1. The NCAA TV control resulted in widespread adverse public reaction.

2. An attempt to force people into football stadiums is a bad example of commercialism in sports.

3. Permission for each institution to make its own TV arrangements is consistent with long-

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You burn up with unsatisfied suspense and curiosity... until you see your newspaper.

You grab your paper and all the answers are there. First, in detail, full of local color—as it never is anywhere else.

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You never know what's coming... so you read your paper every day. And everybody else is just like you. Everybody reads the newspaper every day. To a housewife, the fire sale can be just as important as the fire.

That's why when you've something to sell, the newspaper is the one place to reach all the people. When it comes to Advertising, why deal in fractions? ...

Magazines reach only fractions of your market. Each one appeals to some people—not to others. No magazine is read by everyone who can possibly buy.

Radio and TV programs reach only fractions of your market. Each one appeals to only a special audience—sports fans, homemakers, kids, etc. And how many of these can listen at the time you broadcast?

The newspaper talks to everybody in town. All your customers read the paper—at the time they choose, for as long as they choose.

Only the newspaper is first with the most news... the most people... the most advertisers!

The newspaper is always "first with the most"

This message prepared by Bureau of Advertising, American Newspaper Publishers Association

and published in the interests of fuller understanding of newspapers by The Commercial Appeal and Memphis Press-Scimitar

standing radio broadcasting agreements.

4. Such permission also is consistent with the constitutions of both NCAA and ECAC.

5. The U. S. Attorney General's action in the pro grid suit is a clear warning that the NCAA and ECAC may likely become involved in anti-trust litigation if centralized control continues.

6. Public financial support through tax funds and individual gifts does not justify the colleges' excluding the general public from viewing televised games.

7. Centralized national control brings along many collateral results contrary to the basic principles of free institutions.

■ The results of NCAA's controlled experiment, from which it hopes to determine the effects of television on college football, will be reported to the association's annual convention in January by its television committee.

"The future of telecasting college football games will be determined there," according to Ralph Furey of Columbia University, co-chairman of the committee.

Westinghouse Electric Corp. sponsored all of the games in the NCAA experimental series this fall, at a cost of approximately \$1,250,000. Of this figure, some \$700,000 went to the 29 schools and colleges participating; the rest went for time charges on NBC network and local stations.

In addition, Westinghouse spent nearly \$800,000 on large-space newspaper ads to alert readers to watch college football on television.

■ Prize fights have been involved in a television controversy during most of the year, but in the ring sport it has not been so much a case of TV vs. no TV, but rather a battle between home TV vs. theater TV. And, as with other sports, no clear-cut decision has been reached as yet.

(Boxing also found itself under the scrutiny of Congress last August, when three senators accused the International Boxing Club of "monopolizing the game.")

■ The first major test of theater television in the fight field came with the Joe Louis-Lee Savold bout, in June. There was no radio or home TV coverage of the bout, and no theater TV in New York, where it was held. Nine theaters in six cities carried the fight, and nearly all reported full houses, with some even reporting standees. And Madison Square Garden also boasted a full house.

Capacity turnouts also were reported in all but one of the 11 theaters that offered telecasts of the Jake LaMotta-Bob Murphy bout two weeks later.

■ At this point, the nation's television set manufacturers became somewhat alarmed concerning what continued successful theater TV showings of sporting events might do to set sales. So, in July, nine of the manufacturers, led by Allen B. DuMont Laboratories, outbid the motion picture theater operators for the TV rights to the Ezzard Charles-Jersey Joe Walcott championship bout. The successful bid amounted to \$100,000 and was made by Admiral, Crosley, DuMont, General Electric, Motorola, Philco, RCA, Sylvania and Westinghouse.

Whether or not the manufacturers reaped anything more than good will from their joint sponsorship is not known, but they have not banded together as yet to sponsor additional bouts.

■ Theater TV's most smashing success was scored, understandably, when it carried the Sugar Ray Robinson-Randy Turpin fight, a bout that had engendered more interest among fight fans than any

since Joe Louis was in his prime. Fourteen theaters in 11 cities showed the bout, and all were jammed, with many selling tickets at more than twice the cost of regular movie fare.

This fight stirred the wrath of some individual congressmen. Sen. Robert C. Hendrickson (R., N. J.) introduced a resolution asking for an investigation of exclusive theater TV rights to sports events, asserting it was a "monopoly" in that it deprived home set owners of seeing the event.

■ Rep. Pat Sutton (D., Tenn.) suggested that the House interstate commerce committee look into the "blackout." He said that "this is a right that should not be denied the tax-paying public of America and something that should be cured."

Pabst Brewing Co., which has been an extensive sponsor of TV boxing programs, expressed no

worry over the initial successes of theater televising of fights. The big brewing company is booked solid for 41 weeks of Wednesday night fights, both telecast and broadcast. Gillette has a similar setup on Friday nights, and Pabst figures that between the two companies they will have a corner on virtually all prize fighting that is broadcast or telecast for some time.

■ Big league hockey points to the spectre of television as responsible for sharp declines in attendance at U. S. rinks. In the case of hockey, however, it is not just a case of people staying home and watching the game (few teams televise their home games), but rather a case of staying home and watching television, period.

In analyzing the slump in hockey attendance, the *Wall Street Journal* found that, for the first (Continued on Page 110).



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TV Troubles Sports Moguls

(Continued from Page 109)
quarter of the current season, attendance in American cities was down 15%-20% from the profitable 1947-48 season. This, the *Journal* contends, is just "one more reflection of a general trend that's hitting much of the amusement business in the U. S."

■ And why is hockey attendance slipping in the U. S. while it's still flourishing in Canada?

"The biggest part of the answer seems to be television," the *Journal* asserts. "Canada doesn't have a TV network and U. S. telecasts can be received only in the Toronto-Windsor area. And even when television is as widespread in Canada as in the U. S., hockey experts have little fear for rinkside attendance; hockey is meat and

drink to Canadians, whereas it is by and large just one more entertainment in the U. S."

■ The Chicago Black Hawks, who have occupied the cellar in the National Hockey League for several seasons, have not televised their home games since the 1948-49 season. Despite its lowly position in the standings, the team drew near-capacity crowds, averaging 17,000 per game, until midway through the 1950-51 season, when many of its die-hard fans finally gave up the ghost.

This season, after playing almost one-third of its home games, attendance has averaged less than 9,000 persons per game. William J. Tobin, president of the Black Hawks, has shown a definite interest in once again telecasting the team's home games, in the hope of boosting attendance.

Several sponsors have been approached, but to date no deal has been made, reportedly because the team's "landlord," the Chicago



SALESWOMEN DELUXE—Faye Emerson (left) not only provides the entertainment but handles the commercials for her sponsor, Pepsi-Cola, on "Wonderful Town" over CBS-TV. Another blonde lovely, Betty Furness, sells all kinds of Westinghouse products on "Studio One" (CBS-TV) and between the plays of college football games (NBC-TV).

Stadium Corp., has set the price too high for most sponsors.

The only National Hockey League team that does televise its home games is the Detroit Red Wings, winner of the league championship for the past four seasons and out in front again this year. The Red Wings report about a 5% drop in attendance from the same period last year, and the NHL teams in both New York and Boston also report smaller crowds.

The New York Rangers broadcast and televised their games until this season, but have banned both this year and play strictly for the cash customer at Madison Square Garden.

One plan discussed by hockey men has been to use theater TV as a means of bolstering attendance in cities where hockey is now home televised. Because hockey and theater tickets are competitively priced, proponents of the plan feel that many fans would like to see the real thing, and therefore would go to the rink. (AA wonders, though, how hockey men expect to interest theater owners in a plan that they expect will draw people from their homes to rinkside, apparently by-passing the theater entirely.)

■ Basketball is in a precarious position this season. With all the "point spread" gambling scandals during the past year, it remains to be seen whether or not former fans have lost faith, or will continue to attend games, especially in Madison Square Garden.

One group that apparently isn't worried about the game's future is Theater Network Television, New York, a chain of some 25 theaters equipped for theater TV. This group, headed by Nathan L. Halpern, has signed a contract with Madison Square Garden for exclusive theater TV rights to top winter sports events held there.

These events will be made available to all theaters in the country equipped for TV, except those in New York. This is being done not only to protect the Garden at the gate, but also because most of these same events are carried to New York homes on television by Station WPIX.

Reportedly, Madison Square Garden will get a percentage of the boxoffice from each theater for each event.

■ The first events available under this agreement will be college basketball games, starting this month. Plans call for the majority of the cage games to be carried through the season, winding up with the National Invitational Tournament and Olympic Games playoffs next spring. Theaters are expected to select games on the basis of local and regional interest in the teams involved.

American Broadcasting Co. this Saturday will start weekly telecasts of all Northwestern University and University of Pennsylvania home games, plus interlock-

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UNITED KINGDOM—S. McIlwaine, 17 Fleet St., London, Eng.

EASTERN U. S.—O'Mara & Ormsbee Inc., Graybar Bldg., 420 Lexington Ave., New York

WESTERN U. S.—John E. Lutz Co., 435 N. Michigan Ave., Chicago

*MEDIA RECORDS 1951

ing schedules. The telecasts will continue through March 8.

A unique experiment involving basketball which might eventually have a very decided effect on the future relationship of sports and television, was undertaken by former Station KFI-TV (now KHJ-TV) and the city of Los Angeles last season.

■ When the University of California at Los Angeles and the University of Southern California asked \$80,000 for TV rights to the home games of both schools, the local stations refused to buy. Instead, KFI-TV, in cooperation with the Los Angeles department of recreation and parks, formed an eight-team basketball league of its own and scheduled 20 games expressly for the Los Angeles TV audience.

The teams were sponsored by local commercial organizations, and the station sold commercial time on the telecasts. Admission to the games was free.

The municipal league experiment had one important result—this year the rights to UCLA and USC basketball games went to KHJ-TV for \$33,000, or \$47,000 less than last year's asking price.

John Bradley, sales manager of KHJ-TV, told AA that the municipal league was "a great idea," but probably didn't achieve maximum results for a number of reasons, including a lack of organization, failure to use standard uniforms, and a lack of business sense on the part of the municipal group.

■ The station also was to blame for the limited success of the new league, neglecting to appoint a fulltime man to promote the venture, and juggling the scheduled telecast time whenever a salesman was able to sell a time slot previously set aside for a game telecast.

Despite these difficulties, the station broke about even on the venture, and Mr. Bradley said that as an experiment it was successful and taught them a few things, and if the station ever decides to try it again, it will go "all the way" in promoting it.

The municipal league is in operation again this year, and has given the Kent Goodman agency a ten-day option to sell the TV rights to its games to a station or sponsor.

Only Pontiac Plans to Use 'Saturation' Radio Technique

DETROIT, Dec. 5—The practice of buying "saturation" network radio programs to promote new model passenger cars has become almost standard practice in the automobile industry since this type of advertising was introduced in 1948 to spearhead Ford's drive on the "Forty-Niner" series.

While most of the companies this year won't be able to afford the luxury of all-out use of radio at model announcement time, at least one—Pontiac—plans to blanket the air lanes with the Pontiac message.

Gordon Etheridge, manager of the advertising and promotion department of the Ford division of Ford Motor Co., is the person responsible for his company's first using "saturation" radio.

■ Mr. Etheridge's explanation of his reasoning behind the move is simple: No other means can get a company's message into most of the homes in America faster.

Of course, when Ford first decided to use the "saturation" technique, auto manufacturers were not confronted with heavy television expenditures, which now are cutting deeply into the advertising dollar. Nor was TV such a strong competitor for the

listener's time.

Mr. Etheridge feels that "saturation" radio was a huge success and used it for three years. However, while Ford's 1952 announcement plans still are incomplete it was learned that "saturation" radio time will not be purchased for the new model promotion. The reason—economy.

■ Pontiac division of General Motors Corp. also found all-out radio successful and again will use the medium on a smash basis this year.

It has scheduled "Stop the Music" on ABC; "Bob & Ray" on NBC; "Hearthstone of the Death Squad" and "People are Funny" on CBS, and "Under Arrest" on MBS during the week of Dec. 2-9.

Pontiac's account is handled by MacManus, John & Adams.

■ Oldsmobile for two years has used the saturation technique and other auto firms have used a great deal of radio time at the time of announcement of new models, but

none so extensively as Ford and Pontiac.

In purchasing "saturation" radio a company usually finds it advisable to select programs of high interest to various segments of the population, so as to obtain the full effect from the technique.

Packard Motor Car Co., which has shied away from "saturation" radio on new models, has bought a one-time sponsorship on Red Skelton's CBS show.

Other companies which have bought heavily into radio, but on a less-than-all-out basis, are Nash Motors and Chevrolet.

Heyland to 'Modern Bride'

Alyson Heyland, formerly a buyer for the Denver Dry Goods Co., Denver, and an advertising and display manager for Sears, Roebuck & Co., Chicago, has joined the advertising sales staff of Modern Bride, New York.

Ritchie Advertising Moves

Ritchie Advertising, Houston, has moved to the Bank of Commerce Bldg.



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WASHINGTON, OREGON, IDAHO AND UTAH

FOUR MAGAZINES IN ONE EASY-TO-BUY PACKAGE HAVE IT

When it comes to advertising results among the farmers of the Pacific Northwest, the local service program of the home-state farm magazine provides a plus of reader interest which pays real dividends. The Washington Farmer, The Oregon Farmer, The Idaho Farmer and The Utah Farmer are home-state farm magazines—edited from the field. Helpful, factual articles concerning methods, and problems of the Pacific Northwest are naturally of greater interest to Pacific Northwest farmers than stories about farming or livestock raising in other areas. This is the local touch which adds value to any advertising.

By all means, count in the four home-state farm magazines—one big, easy-to-buy package—which provide unequalled coverage of the Washington, Oregon, Idaho, and Utah farm market. This is a market where farm income has been on the average 42% above the U. S. farm average for the past twenty years. Your nearest Western Associated Farm Paper man will be pleased to give you the full story including facts and figures on what farmers are buying now.



THE BILLION DOLLAR FARM QUAD MARKET

ADVERTISING REPRESENTATIVES
Western Associated Farm Papers, Chicago, New York, San Francisco
GENERAL OFFICES: Spokane, Washington
STATE OFFICES: Seattle, Portland, Boise, Salt Lake City

FARM QUAD

Volume Is the Key to Sales, and Radio Develops Volume for Nic-L-Silver Battery

SANTA ANA, CAL. Dec. 6—"The key to our business is volume, and radio is the cheapest, most effective and most rapid means of developing that volume," declares George Lippincott, president of Nic-L-Silver Battery Co.

Mr. Lippincott backs his declaration with sales figures which show that, in a period of four months, with a campaign running 75% in radio, daily production went from 350 batteries a day to 4,700 per day. From a position of no consequence, Nic-L-Silver sales rose to a point where they represented an estimated one-sixth of the replacement market on the Pacific Coast.

All batteries for passenger cars are sold at one price, \$14.95. This compares with the conventional industry policy of varying prices, according to types and sizes of batteries required by different makes.

During the same four-month period, the company increased the number of its dealers from several hundred to 3,000, and signed up 300 distributors. Nic-L-Silver, which was a negligible factor in the San Diego, Los Angeles, and Sacramento markets, now has effective distribution in all these areas, and has added Arizona and selected territories in the Pacific Northwest, and also has intensified distribution in the area between Los Angeles and Sacramento.

Early this year, when the peak of 4,700 batteries a day was reached, it was anticipated that, by now, there would be effective distribution in the whole of the West. Based on the results obtained in the markets entered, this was a readily attainable objective. However, restrictions on the use of lead changed that. Currently, orders are far in excess of the company's ability to produce with available lead. A rationing system has been imposed, and all further expansion plans are being delayed until more lead is available.

As a very minor factor in the industry, Nic-L-Silver did little consumer or trade advertising before October, 1950. At that time, Anderson-McConnell Advertising Agency, Los Angeles, took the account. The first agency proposal was a test campaign in San Diego. This consisted principally of a four-week spot campaign on KSDO, KCBQ, KFMB, KFSD, and KGB.

The objective was to sell the public the sights were set fairly high on Nic-L-Silver batteries and to force distribution. To achieve these dual results, and to check effectiveness of media, a "lucky token" was offered.

The token was made to resemble a silver dollar, and carried the words: "You are always lucky with Nic-L-Silver, 1950." The token, which still is used, is worth a dollar on the purchase of a Nic-L-Silver battery. The campaign was based on the theme that Nic-L-Silver batteries actually are made with silver. The explanation given is this:

"The Lippincott Mines, located on a silver mountain in historic Death Valley, produce an ore extremely high in silver content. It is this ore that George Lippincott and his sons have used in developing and perfecting the silver-alloy grid of the Nic-L-Silver battery—the most amazing battery ever produced. Because silver is one of nature's best conductors of electricity...the silver-alloy grid in the Nic-L-Silver battery eliminates practically all the heat, and it's the heat that harms ordinary batteries."

Results obtained in the San Diego test were representative of

what happened in later promotions in other markets. Calls for the tokens came in by the thousands. The recipients also were given the name of the nearest dealer. Because distribution was limited, holders of tokens found they had to go some distance to use them.

Instead of discarding the tokens, potential buyers began to ask their local gas station, garage and car dealers for a Nic-L-Silver battery. Nic-L-Silver battery sales representatives had little trouble in selling dealers after they had a few experiences of this kind.

The campaign moved into Los Angeles on Nov. 12, with sponsorship of the KNX "Tom Harmon Sports Revue," from 5:15 to 5:50 p.m., Monday through Saturday. In December, Harmon also was sponsored on "Silver Sports Review" on Sundays, over 16 Columbia Pacific Network stations. A TV show featuring Harmon was sponsored on KTTV for six weeks. With the exception of these programs, all others used have been on a participation basis.

Doug Anderson, of the agency, credits Harmon and his program as being the most effective single factor in the promotion. In all cases, radio participations have been bought on the basis of "merchandisability." This consideration relates to the personality concerned.

Before buying a program or participation, these conditions are set up: The personality must not object to being pictured or mentioned in other media or other company promotion, and the personality in question must endorse the product to dealers.

The latter requirement includes appearances at dealer meetings. With such considerations, ratings are believed secondary. The question is not: "What is the program's rating?" Instead, it is: "Is the personality popular among dealers and impressive to them?"

Program times are, by policy, either early morning or late afternoon. Men are the potential customers and, at those times, are in their automobiles either going to or returning from work. Batteries are not an impulse purchase, and so it is believed a potential customer will be most receptive to battery selling at a time when he is in an automobile, and thinking about the car he is driving.

As a well-known sports figure, Tom Harmon was found to have a strong appeal among dealers. Just before the Los Angeles campaign broke, he appeared at a series of dealer meetings. His appearance was made as "another guy selling batteries," who wanted to tell the dealers what a good battery Nic-L-Silver is. Potential dealers were invited to the meetings, and it was found Harmon's name had a "draw" value.

The thinking behind the use of personalities is that company or agency officials are expected to brag, thus their statements are subject to discounting. But when a well-known figure like Harmon says the same thing, it is accepted.

Subsequent to the sponsorship of Harmon, the following programs were used: Newscasts on KMPC and KFI, Los Angeles; KFSD, San Diego; KFRE, Fresno, and KOY, Phoenix. Also, disc jockey shows on KSDO, San Diego; KLAC, Los Angeles, and KUBA, Yuba City, Cal. In each case, the local personality appeared at dealer meetings to lend the weight of his popularity to the campaign. KLAC-TV was also used.

This combination of sports, news and disc programs with "men ap-

Top Ten Evening AM Shows

Network Shows, '50 vs. '51

1st Week of October

A. C. Nielsen Co.

	Rank		Nielsen-Rating	
	'50	'51	'50	'51
Lux Theater (CBS)	1	3	18.6	14.1
Talk Benny (CBS)	2	1	14.7	15.8
Talent Scouts (CBS)	3	5	14.4	10.9
Walter Winchell (ABC)	4		13.8	
Mr. & Mrs. North (CBS)	5		13.6	
My Friend Irma (CBS)	6		12.9	
Mr. Chameleon (CBS)	7		12.9	
Life with Luigi (CBS)	8		12.7	
Amos 'n' Andy (CBS)	9	2	12.5	15.6
Mystery Theater (CBS)	10		12.0	
Charlie McCarthy (CBS)	4		12.6	
Fibber & Molly (NBC)	6		10.3	
Horace Heidt (CBS)	7		9.9	
People Are Funny (CBS)	8		9.9	
Dr. Christian (CBS)	9		9.7	
Suspense (CBS)	10		9.7	

peal" was followed through the spring of 1951, when the lead supply became acute. During the summer, the program was reduced considerably.

Currently, radio is being used in many of the same areas as last spring, and sponsorship of Harmon's daily sports program on KNX has been resumed on a three-times-a-week basis. Mr. Anderson says that Harmon is being used despite the fact that demand far exceeds supply.

In this case, the advertising is retained because the program is so

effective that the company wants to keep it against the time when shortages are over and sales again can be pushed hard.

Reviewing the campaign, Doug Anderson says he believes its success has been due to the fact it was the first time that any battery, in the West at least, has been promoted dramatically and intensively at the local level. Most of the large companies in the field use national magazines. Between these companies and Sears, Roebuck & Co., there is a large area, in which Nic-L-Silver has been staking out its claims.

Radio Swap Program a Five-Year Success for Columbus, Miss., Furniture Store

COLUMBUS, MISS., Dec. 5—Every weekday except Saturday, the McClure Furniture Store here puts on one of the most popular radio programs that was ever beamed to a station's listening power. From 12:15 to 12:30, every dial twister within listening reach of WCBI here can participate in a radio "sell and swap" carnival for anything he wants to buy or trade; or to get rid of something he can do without.

In between the sell, swap, lost and found communications, the announcer plugs the McClure offerings in home furnishings, rugs, appliances and what have you.

The program started five years ago when W. C. McClure came into the studio one day and asked J. W. Eatherton to dream up a 15-minute feature that would bring the largest percentage of Lowndes County buying power around the radio receivers at the noontime hour when farmers, laborers, white collar workers and business people are at home for lunch. After a few days' study and consultation with his associates, Mr. Eatherton suggested what is known in the Columbus area as a "swap" program, though swapping is only one phase of it.

It proved surprisingly popular from the start. It had a widespread appeal, first because there are mighty few listeners in anybody's radio range who aren't interested in buying or trading on some sort of used article at less-than-new price. Or has some useful article that has lost its usefulness to him.

In the second place, it had an intriguing value because practically everyone loves to hear his name called out, hear his neighbor's name called, and learn who is buying what from whom.

This interest gives McClure a saturation coverage and naturally includes almost everyone interested in buying new home furnishings. The popularity of this feature is attested by the dozens of people who come into the store each week and say, "I heard it

Top Ten Evening TV Shows

2nd and 3rd Weeks, October

Network Shows, '50 vs. '51

A. C. Nielsen Co.

	Rank		Nielsen-Rating	
	'50	'51	'50	'51
Texaco Star Thea. (NBC)	1	1	63.6	54.1
Fireside Theater (NBC)	2		47.5	
Colgate Com. Hr. (NBC)	3		44.5	
Lights Out (NBC)	4		42.3	
Philco Playhouse (NBC)	5	8	41.3	40.1
Lucky Strike Thea. (NBC)	6		41.1	
Show of Shows (2nd 1/2 hr.) (NBC)	7	5	41.0	42.2
Mama (CBS)	8	7	40.9	41.1
Lone Ranger (ABC)	9		40.8	
Man Agn't Crime (CBS)	10		40.1	
Godfrey's Scouts (CBS)	2		50.8	
Red Skelton (NBC)	3		44.1	
Gillette Cavalcade (NBC)	4		42.3	
Show of Shows (1st 1/2 hr.) (NBC)	6		42.0	
Godfrey & Friends (CBS)	9		39.9	
I Love Lucy (CBS)	10		39.5	

surprised in buying or not. He is surprised at the wide variety of odd things that are mentioned.

For example, one person had lost a purse containing a marriage license and was looking for a finder. Another wanted to swap a pointer puppy for a boat with a 2 1/2-horsepower outboard motor. Another wished to sell a set of stairs with 15 steps and upper landing.

One farmer had lost one side of his cattle bed trailer, while an attendant at an evening social was trying to locate the person who had worn off the wrong hat. A woman had lost a set of false teeth and told where the owner of these artificial grinders could be found.

While these are a few of the unusual articles that keep listeners listening, the vast majority of items are things that many people use or may need at some time or other—carpenter tools, ponies, tractors, used home appliances, pets, sewing machines, and what have you.

Anything can be listed except real estate or automobiles. Mr. McClure says he doesn't want to compete with realtors or auto dealers. Mr. Eatherton believes they ought to be included on the auction, too, but says he hasn't been able to convince Mr. McClure of that fact. He believes that rentals, especially homes and apartments, would make the program more popular and help many homeseekers who need furniture to get located, but these are also barred.

Tele-Que Tells Ages of L. A. TV Viewers

LOS ANGELES, Dec. 6—Coffin, Cooper & Clay, television research concern, reports that 75% of all children in the Los Angeles area are in television homes, and 40% of adults over 50 are television owners.

The company's latest Tele-Que audience analysis report for Los Angeles shows the following:

Age Group	In TV Homes	In Non-TV Homes
Men 20-34	64.6%	35.4%
35-49	69.9	30.1
over 50	45.8	54.2
Women 20-34	68.9	31.1
35-49	65.5	34.5
over 50	36.8	63.2
Boys 13-19	61.4	38.6
under 13	74.8	25.2
Girls 13-19	68.4	31.6
under 13	77.0	23.0

Thorpe Wright Joins Adler

Thorpe E. Wright, formerly with Erwin, Wasey & Co., has joined William Hart Adler Inc., Chicago agency, as account executive and member of the creative staff.

Upham Joins Harold Lewis

Phillips W. Upham, formerly with Chambers & Wiswell, Boston, has been appointed an account executive for Harold F. Lewis Advertising, Boston.

Many sell-and-swap, lost-and-found announcements have an interesting-provoking angle that makes everyone listen whether he is in-

From One Bakery to 20 in Seven Years—or, How Quality, Speed, Radio Built Success

PORTLAND, ORE., Dec. 6—Seven years ago, the Ann Palmer Bakery was a small store located off the beaten path here in Portland.

Today, the Ann Palmer Bakeries company has retail stores in Portland, St. Johns, Newberg and McMinnville, Ore., and in Vancouver, Camas and Washougal, Wash., and operates curb-service cars in the larger markets.

Ken Hollis, president of the concern, used a recipe with three ingredients to effect the transition from the one-store operation to the present network of bakeries.

The first ingredient was quality. Mr. Hollis was convinced that, by applying "quality control" to all bakery products and by using the same or better materials than the homemaker used, he could transform the small operation into a big operation.

■ The second ingredient in his recipe for success was a plan to deliver the freshly baked goods as quickly as possible so that the term "oven fresh" would have real meaning.

The third ingredient was advertising, which has been handled by House & Leland for about five years.

With 20 retail outlets and 23 curb-service cars operating on regular routes, the recipe has proved itself.

Since Ann Palmer Bakeries' sales and advertising policy is to stress freshness, taste appeal, quality and weekly specials—with no mention of price—radio was selected as the major medium for the advertising program.

■ Since women influence most of the sales, daytime hours were selected and used exclusively until this year.

KPOJ's "Mary Cullen on the Air," a daily homemaker show emceed by Patti Cooke (Roxie Frederickson), one of the few graduate home economists in radio, has been used consistently by Ann Palmer Bakeries for the last three years. "Mary Cullen on the Air" has assisted at the opening of at least two new Ann Palmer locations, presenting the regular morning broadcast before a live audience in the new store on opening day.

In addition, the company bought a 15-minute organ music program on KWJJ, with John Emmel, prominent organist, at the console. This daily program pulled so well that the Friday time has been increased to 30 minutes, called "Tea at Two," with an invited audience. The half-hour audience participation program is replete with Ann Palmer cake awards and is climaxed after the air-time with an actual tea party served by a professional cateress. The bakeries' specialties of the week always are served.

■ Success of the "Tea at Two" party is evident from the capacity crowds at the station, and is reflected also in added sales at the stores and curb-service trucks. Standing room only is a common condition at party time.

The scope of the company's radio advertising is being widened to appeal to men listeners. Two new programs are scheduled for evening time slots to suggest to the man of the house that he stop at an Ann Palmer Bakery when he is asked to bring home a loaf of bread, a cake or doughnuts for breakfast.

One of these, and an innovation in Portland, is the evening high school football broadcast. This program is lengthened to a full hour, 8 to 9 p. m., on Friday evenings over KWJJ, and is called

the "High School Football Digest." Also new this fall was the "Quarterback Preview" on KEX. The program is expected to continue beyond the football season under a changed name.

■ On the subject of the company's advertising, Arthur E. House, partner in the agency, had this to say: "Radio is the backbone of Ann Palmer Bakeries' advertising.

Radio gets traceable results. We have plenty of proof of that. Week after week we have confined the 'specials' to radio and week after week we've had sell-outs."

Outdoor advertising, using a city bulletin rotating plan on bridge-heads and main arteries in Portland, is used for the "bread" story. Direct-by-mail plans have been used to open new curb-service routes.

The company's radio ad program, incidentally, won the third annual Mac Wilkins memorial award contest.

COLOR

ON NEWSPRINT

EFFECTIVELY SERVING AMERICA'S LEADING ADVERTISERS

CLEVELAND SHOPPING NEWS

Newscolor Division
5309 Hamilton Ave. Henderson 1-6644 Cleveland 18, Ohio
Teletype CV 28

A Plant That Gets Things Done Fast...and Right!

HIGH QUALITY
LOW COST
BROADBAND
PRESS-PAID BOOKLET
DIRECT MAIL PAGES
FOLDERS, COUPONS
CERTIFICATES
CIRCULARS, TABLETS
CATALOGUES
MINIATURES

Let's rearrange furniture!



—and maybe some market ideas, too!

The above rooms are one of a series which appeared in the November issue of one of the leading home service magazines—**SUCCESSFUL FARMING!**

A revolution in farm living is under way. The modernized farm home follows the modernized and mechanized farm.

On prosperous Midwest farms, houses are being remodeled or extended. Second houses are being built for retired oldsters or children's families.

Electric wired farm homes have doubled since 1945. Electricity has brought water systems, central heating, new bathrooms and kitchens. The Midwest farm family is the world's best market today for high quality furniture and furnishings.

These farmers have had an even dozen years of unprecedented prosperity, have billions in savings, and living standards no longer satisfied by borax lines.

Home furnishing is a major subject in **SUCCESSFUL FARMING** these days...because

SF editors know their readers' interests, and how to serve them.

Advertising gets warm response and quick action in **SUCCESSFUL FARMING** which reaches almost a million of the country's best farmers in the fifteen Heart states... farms with the highest investment in land, livestock, building and machinery...operated with the best brains, best methods and best equipment...producing the largest cash crops and highest incomes. The average gross income of the SF Heart state farmer is a good 50% above the US farm average.

Television doesn't touch this market yet, and general media merely fringe it. Nothing reaches as much of the best of it as **SUCCESSFUL FARMING**—the one medium needed to balance national advertising effort. Get the facts from any SF office.

Meredith Publishing Co., Des Moines...New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.



5 Southern States Form Southeast Four A's

ATLANTA, Dec. 4.—The southeastern chapter of the American Assn. of Advertising Agencies was established last week when Four A's members from seven southern states met in Atlanta for a one-day conference Saturday, which was attended by Frederic R. Gamble, of New York, president of the Four A's.

William W. Neal, of Liller, Neal & Battle agency, Atlanta, was elected chairman of the new chapter; Henry Quednau, of Henry Quednau Inc., Tampa, vice-chairman; and Tucker Wayne, of Tucker Wayne Inc., Atlanta, secretary-treasurer.

The southeastern chapter will include Four A's members in Georgia, Florida, Alabama, North Carolina, and Virginia. Although members from Louisiana and Mississippi attended the Atlanta conference, they did not accept membership in the new regional chapter.

■ The establishment of the chapter stems largely from the phenomenal

growth of agency-handled advertising in the South during recent years. Mr. Gamble, who was instrumental in founding the chapter, pointed out that general display advertising linage carried in the daily and Sunday papers in ten leading southern cities increased 58.4% between 1946 and 1950. The total dollar volume increase was 100% during this period—from \$14,402,746 in 1946 to \$28,855,936 in 1950.

Mr. Gamble revealed that in 11 southern states the number of advertising agencies listed in Standard Advertising Register has increased from 95 in 1941 to 198 in '51. Circulation of southern newspapers, he said, is up more than 40% from pre-war figures, and annual dollar volume of business has increased more than 200%.

"In 20 years, the number of Four A's agencies in the South has more than doubled and the number of people in southern agencies has nearly doubled since World War II," Mr. Gamble said. "This growth is healthy but not extraordinary," he added, "considering the South's potential."

■ The growth of southern advertising and southern advertising agencies have kept pace with industrial development in the South. Population is up more than 20% since 1929 and total income pay-



FOUR A'S CHAPTER FORMS—Attending the organizational meeting of the southeast chapter of the American Assn. of Advertising Agencies in Atlanta, Nov. 30, were, front row (l. to r.): Henry Quednau, Henry Quednau Inc., Tampa; J. H. Epstein, Fitzgerald Advertising Agency, New Orleans; Frederic R. Gamble, president of the Four A's, New York; William W. Neal, new chairman of the chapter, of Liller, Neal & Battle, Atlanta; Dan W. Lindsey, Lindsey & Co., Richmond; Clark Howell Jr., Atlanta Constitution; George Erwin, Atlanta Journal, and C. G.

Thom, of Campbell-Ewald's Atlanta office. Standing, left to right: C. K. Liller, Liller, Neal & Battle; Larry E. Davis, Dixie Advertisers, Jackson, Miss.; John J. Keegan, Keegan Advertising Agency, Birmingham; J. L. Battle, Liller, Neal & Battle; Lewis M. Ayer and W. B. Wright, Ayer & Gillett, Charlotte, N. C.; Mackarness H. Goode, Four A's, New York; J. H. Kinsella of D'Arcy Advertising Co.'s Atlanta office; Douglas Connah, Tucker Wayne & Co., Atlanta, and Russ Paulson of J. Walter Thompson Co.'s Atlanta office.

ments have increased more than 200% in the same period. The South and the Southwest, Mr. Gamble said, enjoy one-fourth of the retail sales in the U.S., and have outstripped nearly every other section of the country in rate of growth.

"Despite tremendous advances in manufacturing, distribution, roads, homes and power, many advertiser companies are not yet

properly taking the South's new measure. Four A's does not yet see a proportionate increase in company sales quotas, marketing efforts and advertising schedules," Mr. Gamble declared. He told the new chapter that this was something to work for.

■ Chairman Neal said that he felt the establishment of a southeastern chapter will not only help the cause of southern advertising, but will continue to promote the growing trend of southern agriculture and industry to sell their products on the soundest possible basis.

One of the first projects of the new chapter will be in conducting Four A's exams in several cities in this region, Mr. Neal said. The chapter hopes to work closely with schools and colleges, to give attention to media and advertiser relations, and to increase Four A's membership in the Southeast.

Presiding at the Atlanta meeting was Dan W. Lindsey Jr., of Richmond, chairman of the board of governors of the Atlantic Council of Four A's. Mackarness Goode, of New York, executive assistant of Four A's, also attended.

Photocopy Machine Bows

American Photocopy Equipment Co., Chicago, has placed on the market a new photocopying machine called Auto-Stat, which can copy b&w documents in less than

45 seconds. The machine, which uses no chemicals or water, is about the size of a typewriter and requires no dark room or special setup. Only two simple steps are needed to work it, according to the company. The company's address is 2849 N. Clark St.

Standard Oil Boasts Three

Standard Oil Co. (Indiana), Chicago, has promoted the following to positions of assistant directors of public relations: Don Campbell, copy chief, to specialize in administration; John Canning, press representative, to specialize in communication through outside media, and J. M. Patterson, public relations field representative, to specialize in projects and communication in company channels.

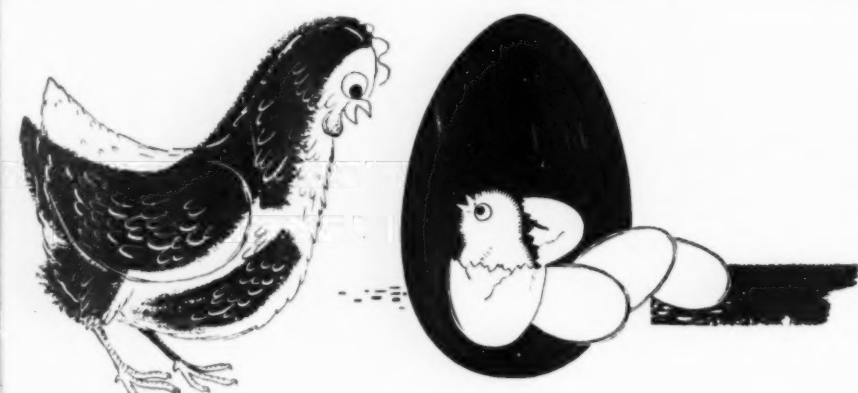
Starts Consultant Service

Fulweiler, Slaughter & Pyne, a new marketing and public relations organization, has opened at 366 Madison Ave., New York. John H. Fulweiler was formerly a director of merchandising at the Wool Bureau; John A. Slaughter was formerly assistant to the president of Bigelow-Sanford Carpet Co., and H. Rivinton Pyne Jr. was formerly an executive of L. Bamberger & Co., Newark.

Western Union Boosts Willis

Western Union Telegraph Co., New York, has promoted J. Nelson Willis, sales manager of the company's southern division since 1948, to general sales manager.

COLOR PRINTS
 1 to 5000
 From your artwork or transparencies
 • Rabbit Color Prints
 • Rainbow Prints, REDEX
 • Peacock Color Prints
 Thomas S. Noble Associates
 270 Park Avenue, New York 17
 Telephone MU 8-0091



Which comes first... CHICKEN... or EGG?

Business, too, has a similar puzzle. Which comes first... salesmanship or service? We must fight for sales, but if service is weak no enduring business is possible. This is particularly true in the business of photoengraving which is part craftsmanship and part service. To give better service to advertisers and agencies who buy photoengravings in Chicago, the members of the Chicago Photoengravers Association cooperate to solve their common service problems. They employ more than 1,000 craftsmen who produce the majority of the fine photoengravings made in Chicago. To assure that this service record will be maintained, young craftsmen must be properly trained and fair trade practices kept in force. This service problem is the joint responsibility and interest of all the members listed below.

- | | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AD-PLATE ENGRAVING CO.
AMERICAN COLORTYPE COMPANY
BLOMREN BROS. & CO.
BONCRAFT CORPORATION
CENTRAL TYPESETTING
& ELECTROTYPE CO.
COLLINS, MILLER & HUTCHINGS, INC.
H. B. DONNELLY & SON'S COMPANY
JOT ENGRAVERS, INCORPORATED
ELECTRO-MATIC ENGRAVING COMPANY
FAITHORN CORPORATION | FOOTE, CONE & BELDING
GLOBE ENGRAVING & ELECTROTYPE CO.
ILLINOIS PHOTO ENGRAVING COMPANY
JAHN & OLLIER ENGRAVING COMPANY
LAKE SHORE PHOTO ENGRAVING CO. INC.
LAURENCE, INC.
LIBERTY PHOTO ENGRAVING CO. INC.
MANZ CORPORATION
MCGRATH ENGRAVING CORP.
THOS. F. MCGRATH & ASSOCIATES
NORTHWESTERN PHOTO
ENGRAVING CO. | PONTIAC ENGRAVING & ELECTROTYPE CO.
PREMIER ENGRAVING COMPANY
PROCESS COLOR PLATE CO.
PUBLISHERS ENGRAVING COMPANY
RELIABLE ETCHCRAFT CORPORATION
REVERE PHOTO ENGRAVING CO.
ROGERS ENGRAVING COMPANY
STANDARD PHOTO ENGRAVING CO.
STEARNS & COMPANY
SUPERIOR ENGRAVING COMPANY
WALLACE-MILLER CO. |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

CHICAGO PHOTOENGRAVERS ASSOCIATION
 BOARD OF TRADE BUILDING • CHICAGO

FOR FAITHFUL, FORCEFUL REPRODUCTION... USE LETTERPRESS



Ad Beyer
Says...

ROCKFORD HOME OWNERSHIP ONE OF HIGHEST IN NATION

The majority of Rockford people own their homes, in fact, home ownership reaches the very high percentage of 74.1... one of the highest percentages in the nation... national average 51%. Proof of a solid, stable people.

126,876 A.B.C. CITY ZONE



A. B. C. RETAIL TRADING ZONE 403,500

ROCKFORD MORNING STAR
Rockford Register-Republic

REPRESENTED NATIONALLY BY BURKE, KUIPERS & MAHONEY, INC.

Department Store Sales ...

Index Hits 4-Year High for Nov. 24

WASHINGTON, Dec. 4—Department store sales continue to edge upward, reflecting increased seasonal shopping and concurrent Federal Reserve Board index gains. For the week ended Nov. 24, the department store sales index (1939 equals 100) stood at 354, the highest for the week since 1947 and representing an 11% gain over the same week a year ago.

Among the Federal Reserve districts reporting, only the Minneapolis area showed a loss for the period, down 4%. The Cleveland

San Diego	17	7	10
San Francisco	6	23	1
Portland	4	-2	-1
Salt Lake City	24	-3	8
Seattle	4	3	8
Spokane	1	6	0

Revised.
Data not available.

Amend Adds TV Stations

F. W. Amend Co., Chicago, will add seven stations to its three-station lineup for "Hail The Champ" on ABC-TV. The new stations will be added to the list starting Dec. 22, at which date the show will move to a new time period—Saturdays at 6 p. m., EST. Henri, Hurst & McDonald, Chicago, is the agency.

ABC-AM Names Frank

Perry B. Frank Jr., with the New York Times for three years, has joined the radio spot sales staff of American Broadcasting Co., New York.

Rejoins Young & Rubicam

Lucy Bender Sokole has returned to Young & Rubicam, New York, as a TV copywriter after an absence of eight years during which time she was with William Douglas McAdams, New York agency, and served as advertising consultant to the Pharma-Craft Corp., New York, manufacturer of deodorant and skin creams and bath soaps.

CBS Promotes Clark George

Clark George, sales executive for KNX, Los Angeles, and northern California sales manager for Columbia Pacific Network, has been promoted to eastern sales representative for KNX and Columbia Pacific, with offices at CBS Spot Sales in New York, after Jan. 1. He recently returned from 15 months of service in the Navy.

WPAT Appoints Scully

Charles Scully, previously publicity director of WAAT (and WATV), Newark, for eight years, has been named to fill the same position at WPAT, Paterson, N. J.

Appoints Nat Kolker

Princeton Knitting Co., sweater manufacturer, has appointed Nat M. Kolker Advertising, Philadelphia, as its agency. Newspapers, car cards and radio are being used in Philadelphia and south New Jersey markets.

Eddy Joins Katz Agency

Scott Eddy, previously American Chicle account executive at Badger & Browning & Hersey, New York, has been added to the radio sales staff of Katz Agency, New York, radio-TV station representative.

DEPARTMENT STORE SALES INDEX	
(1939 = 100)	
Week to Nov. 24, '51	p354
Week to Nov. 25, '50	.319
Week to Nov. 26, '49	.330
Week to Nov. 27, '48	.347
Month of Oct., '51	p322
Month of Oct., '50	.308
pPreliminary. *Not adjusted seasonally.	

district showed a whopping 42% increase for the week over last year. Other gains were: Philadelphia district, up 19%; the New York area, up 15%, and the Richmond and Atlanta districts, both up 10%.

All but nine of the reporting cities recorded gains for the week ended Nov. 24. St. Joseph was off 10%; Oklahoma City and Little Rock were both down 9%, and Minneapolis registered a 4% loss.

Heavy gains among the cities were reported by Akron (up 52%); Cleveland (up 45%); Erie and Augusta (each up 32%); New Haven (up 24%), and Newark, which showed a 23% rise.

The Department of Commerce's latest business news bulletin reports that chain store and mail order sales in October are estimated at \$3 billion, about 11% above a year ago.

	% Change from '50		
	Nov.	Nov.	Nov.
United States	10	17	24
Boston District	17	2	11
New Haven	12	-9	34
Boston	17	-3	8
Lowell-Lawrence	13	-8	7
Springfield	14	-6	3
Providence	24	-11	-1
New York District	6	-4	15
Newark	10	-5	23
Buffalo	3	4	6
New York	6	-16	16
Rochester	4	-4	6
Syracuse	9	3	9
Philadelphia District	3	3	19
Philadelphia	5	13	17
Cleveland District	12	4	42
Akron	14	2	52
Cincinnati	14	-1	11
Cleveland	8	-2	45
Columbus	17	9	19
Toledo	5	-1	15
Erie	10	2	32
Pittsburgh	19	11	-
Richmond District	9	3	19
Washington	8	8	3
Baltimore	9	4	20
Atlanta District	r15	5	19
Birmingham	1	-1	13
Jacksonville	r19	14	-
Miami	54	4	1
Atlanta	5	2	11
Augusta	40	r28	32
New Orleans	18	8	3
Nashville	12	5	20
Chicago District	9	1	2
Chicago	-1	1	3
Indianapolis	1	4	6
Detroit	1	-2	1
Milwaukee	8	3	-2
St. Louis District	-7	r5	4
St. Louis Area	-6	6	5
Little Rock	11	3	-6
Louisville	6	6	15
St. Louis Area	-6	6	3
Memphis	-1	4	2
Minneapolis District	1	-7	-4
Minneapolis	0	-7	-4
St. Paul	0	-3	3
Duluth-Superior	10	-8	-1
Kansas City District	6	6	6
Denver	9	-4	0
Wichita	23	16	18
Kansas City	8	14	14
St. Joseph	-11	-1	-10
Oklahoma City	-11	4	-6
Tulsa	9	8	11
Dallas District	12	r6	8
Dallas	4	3	4
El Paso	10	5	21
Fort Worth	9	-3	7
Houston	37	8	8
San Antonio	11	14	11
San Francisco District	9	r4	2
Los Angeles Area	9	2	2
Oakland	6	5	3



Studies Show:

A REPEATED ADVERTISEMENT IS SEEN AND READ BY AS MANY READERS AS IT ORIGINALLY ATTRACTED

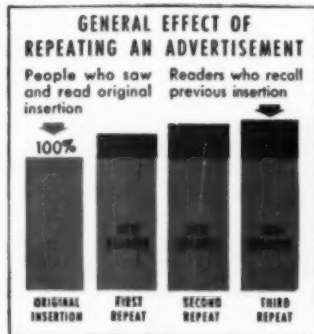
From the standpoint of visibility and readership—and certainly production costs—it will pay you to repeat one of your good advertisements. Thorough studies prove this. So does the fact that more and more advertisers are adopting this practice. Here are the results of one such study.

PROJECT: To determine the relative effectiveness of using identical advertising copy over and over again in different repeat patterns in the same publication.

PROCEDURE: Thirteen surveys, each averaging 220 completed field interviews among a total of 2,865 readers of two leading business magazines. Rating figures were devel-

oped for all of the advertisements in each publication to determine their true observation and readership.

RESULT:



CONCLUSION: When an advertisement is repeated, it attracts as many "new" readers as it did when it originally appeared.

Other evidence (and more information on the above study) are available through our Research Department's Laboratory of Advertising Performance. If you have questions regarding color, position, size of advertisements, advertising effectiveness... or want facts regarding business paper advertising, we may have the results of some specific study that will help you. Ask your McGraw-Hill man.

McGraw-Hill Publishing Company, Inc.

330 WEST 42nd STREET, NEW YORK 18, N. Y.



Three-Part Ad Campaign Gets Under Way for 1952 Chicago International Trade Fair

Chicago, Dec. 4—Officials of the Chicago International Trade Fair have launched an extensive three-part advertising and promotion campaign to attract exhibitors, buyers and visitors to the fair, scheduled for March 22 to April 6, 1952.

The first phase of the advertising

drive, aimed at both foreign and U. S. exhibitors, opened in November and will run in part through January.

The magazine schedule includes monthly column ads in *Life International* and the domestic and international editions of *Time* and twice a month in the domestic and international editions of *Newsweek*. Pages also are being run in *American Import & Export Bulletin*, *Export Buyer*, *Export Trader & Shipper* and *Exporter's Digest*. *American Exporter* will be used in January.

A major portion of the advertising budget for the first phase of the campaign is being devoted to newspaper advertising in 40 foreign countries. In the U. S., newspaper advertising is limited to New York and Chicago, where two insertions each month are being

run in the *New York Journal of Commerce*, *New York Times*, *Wall Street Journal* and all of the Chicago dailies.

The second phase of the campaign directed to buyers and business men is expected to include 15 trade publications in as many trade classifications in the U. S. and will begin in January. Newspapers will also be used.

The third phase of the fair promotion will be pointed to the public and will begin in March, with heavy emphasis on newspaper advertising in the Chicago papers.

The group already has signed exhibitors from 12 foreign countries, including Australia, Finland, England, Norway, Sweden, Belgium, France, Germany, Mexico, Austria, Korea (Seoul) and China (Hong Kong).

Typical of the exhibitors to come is the Austrian manufacturers group which has signed for 4,000 sq. ft. of exhibit space. The more than 100 Austrian manufac-



ARTIST AUTHOR—This smiling group was at a Cunningham & Walsh cocktail party honoring copy chief George A. Flanagan's new book, "How to Understand Modern Art." Here are (left to right) Mr. Flanagan; John P. Cunningham, executive v. p., Cunningham & Walsh; Elizabeth Neebe, The New Yorker; and Robert Corley of the C&W executive staff. The author's book is the product of ten years of research and writing.

AUTHENTIC EXPECTANT MOTHER LISTS

We can supply you with an average of 1,000 bona fide expectant mother names and addresses daily or about 5,000 weekly, covering 27 states. All on gummed labels separated by states and ready for mailing. Immediate daily or weekly service to meet your requirements at amazingly low prices.

BURGESS INDUSTRIES
P. O. BOX 937
JACKSON, MISS

The Ann Arbor News gives you another "up-trend" Booth Newspaper Market!



An up-trend market, plus dominant, merchandisable newspaper coverage and active dealer promotion, are all yours in the Booth Ann Arbor market. This leading university and commercial community shows a 62% population increase and a 200% retail sales increase in the last ten years!

The Booth-published Ann Arbor News, with its many unique public service features, gives you practically total coverage of this rapidly growing, high-income market... a separate and distinct market available only through locally published Ann Arbor News!

20,892
daily
net paid

Ask for new market folder.

For further facts, call—

A. H. Kuch,
110 E. 42nd Street,
New York 17, New York,
Murray Hill 6-7232

The John E. Lutz Co.,
435 N. Michigan Avenue,
Chicago 11, Illinois,
Superior 7-4680

Ann Arbor News

one of 8 Booth Michigan newspapers

turers participating plan to show nine different classifications of products, with apparel and jewelry making up the largest part of the exhibit. Other products to be displayed consist of luggage; cosmetics and smoking items; a wide variety of textiles; food products; recreation and sports equipment and toys; furniture and home furnishings; and a special tourist display.

Unlike the first International Trade Fair held here in 1950, which was a non-profit venture, the 1952 exposition is being financed privately by a small group of Chicago business men. Officers of the corporation are I. S. Anoff, president; Col. John N. Gage, executive v.p.; and Isidore Brown, of Brown, Dashow & Ziedman, Chicago law firm, treasurer. Maxwell Fisher, of Paris, is director of foreign affairs.

Advertising for the fair management is being handled by Bozell & Jacobs, Chicago, both in this country and abroad.

Fleischman Opens Agency

Sil Fleischman, formerly radio-TV director of Sidney Clayton & Associates, Chicago agency, has opened his own agency, Sil Fleischman Advertising, at 188 W. Randolph St., Chicago.

pointed Samuel F. Jackson, formerly of WPJX, New York, as an account executive in the TV department and Roger A. O'Connor, formerly of William Esty Co., New York, as an account executive in the radio department.

Packaging Assn. of Canada Elects Board of Directors

The Packaging Assn. of Canada has elected the following directors to its board:

Two-year-term directors: C. C. Callowhill, American Can. Co., Hamilton, Ont.; C. R. Cornell, Canadian Packaging, published by MacLean-Hunter Publishing Co., Toronto; J. P. Goodhill, Dominion Foods Canada Ltd., Montreal; P. C. Hayes, Container Statistics Ltd., Toronto; F. C. Lesma, Somerville Ltd., London, Ont.; K. W. Macdonald, Canada Foods Ltd., Toronto; M. H. McArthur, Hinde & Douch Paper of Canada Ltd., Toronto; D. V. Hedrick, T. Eaton Co., Toronto; G. C. Ruip, Ruip-Claerk Stone Ltd., Toronto; and E. C. Wright, Canadian Industries Ltd., Montreal.

One-year-term directors: W. G. Bromley, B. C. Sugar Refining Co., Vancouver; G. M. Brown, Goodyear Tire & Rubber Co., New Toronto, Ont.; E. C. Morris, Ogilvie Flour Mills Co., Montreal; L. D. Richardson, Shipping Containers Ltd., Montreal; H. Romani, Christie, Brown & Co., Toronto; B. V. Schmalz, Natama Agribusiness Canada Ltd., Toronto; G. M. Scott, Dow Chemical of Canada Ltd., Toronto; C. H. Stephens, Dominion Paper Box Co., Toronto; P. G. Weiss, Burns & Co., East Canoga, Alta.; and E. Williams, Deaneux & Williams Co., Toronto.

Meilleux Opens Art Service

Peter Meilleux, formerly art director of Mac Wilkins, Cole & Weber, Seattle, has opened his own art service in the Arcade Bldg., Seattle.

Named by Avery-Knodel

Avery-Knodel, New York radio-TV station representative, has ap-

They come from FAR PLACES

Our customers aren't confined to Greater Chicago. A photo engraving job came into the shop the other day from an agency in a city exactly 1,500 miles from this midwest metropolis.

Why do business with an engraver who is fifteen hundred miles distant? The answer is obvious. If you haven't sampled our work as yet, this may be a good time to do so.

Thomas F. McGrath
and Associates

PHOTO ENGRAVINGS DAY and NIGHT SERVICE
160 E. Illinois Street Chicago 11, Illinois
Telephone DElaware 7-5142

Public Relations at Retail Level Is Important: Rotman

CINCINNATI, Dec. 5—The most important public relations representative a company can have is the clerk who stands behind the counter and answers the questions about its product.

Morris B. Rotman, president of the Chicago public relations firm of Harshe-Rotman Inc., made that self-effacing statement yesterday before the Institute of Cooking and Heating Appliance Manufacturers here at its winter meeting and management conference.

"Actually," he said, "the man at the retail level is the manufacturer's representative in the minds of the public." If he is expected to do a top job of selling a product, Mr. Rotman pointed out, he must be convinced that he is selling the best product in the world for the best company in the world. "The atmosphere of understanding," he said, "must be so strong and sincere that it captivates the consumer when he inquires about the product."

■ Mr. Rotman said that many corporations spend millions in the development and merchandising of products but often absolutely fail to provide dealers with tools and ideas for systematically winning customer support.

He cited the following devices that could be used by manufacturers to create good public relations at the retail level:

1. Work out a program which tells the retailer how to plan an opening or other event and give him the tools to operate it and specific instructions for executing it.
2. Prepare movies for the education of clerical help demonstrating how to handle the public, and how to represent their products.

■ 3. Create company publications especially for the man who sells the product.

4. Prepare news stories for press and trade publications on new products and new applications in the use of standard products.

Mr. Rotman pointed out the tremendous growth of the public relations profession. Only a few years ago, he said, there were but two or three public relations consultants. Now there are some 600 consulting firms alone. He told the group that industry is spending more than \$75,000,000 annually on public relations fees and another like amount on activities which can be termed public relations.

Emde Joins Fact Finders

Fact Finders Associates, New York, market research organization, has made three personnel changes. Charles Emde, formerly v.p. and general manager of American Press Assn., has been named sales manager and account executive. Lucien C. Rondot, with the company since 1947, has been appointed production manager in charge of internal and field operations, and continues as account executive. Fida Maspero, accounting head since 1947, has been elected secretary of the corporation.

Magazine Raises Rate

Farmer's Advocate & Canadian Countryman, published by William Weld Co., London, Ont., has raised its flat agate line rate from \$1.20 to \$1.30.

Cyanamid Names Putnam

Bordon R. Putnam Jr. has been named supervisor of market research in the new product development department of American Cyanamid Co., New York.

Coming Conventions

*Indicates first listing in this column.

Dec. 27-29, 1952. American Marketing Assn., winter conference, Hotel Kenmore, Boston.

Jan. 6-8, 1952. Southern Classified Advertising Manager's Assn., Hotel Ansley, Atlanta.

Jan. 19-20, 1952. National Advertising Agency Network, western regional meeting, Nicollet Hotel, Minneapolis.

Jan. 21-23, 1952. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 24-26, 1952. Advertising Assn. of the West, midwinter conference, Oakland, Cal.

Jan. 25-26, 1952. Assn. of Railroad Advertising Managers, Sheraton Hotel, St. Louis.

Jan. 26-27, 1952. National Advertising Agency Network, eastern regional meeting, New Weston Hotel, New York.

Feb. 8-9, 1952. Pennsylvania Newspaper Publishers' Assn., display advertising conference, Penn Harris Hotel, Harrisburg.

Feb. 11-12. Inland Daily Press Assn., midwinter meeting, Congress Hotel, Chicago.

March 9-14, 1952. Advertising Specialty National Assn. spring meeting, Palmer House, Chicago.

April 1-3, 1952. Point of Purchase Advertising Institute, annual symposium, Waldorf-Astoria Hotel, New York.

May 25-28, 1952. National Business Publications, spring meeting, Skytop Lodge, Skytop, Pa.

June 8-11, 1952. Advertising Federation of America, 48th annual convention and exhibit, Waldorf-Astoria Hotel, New York.

June 22-26, 1952. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 29-July 2, 1952. National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

*Oct. 5-9, 1952. Advertising Specialty National Assn., annual convention and specialty fair, Palmer House, Chicago.

June 10-14, 1953. National Business Publications, spring meeting, Broadmoor Hotel, Colorado Springs, Colo.

David McCall Joins Hewitt

David McCall, formerly with Young & Rubicam, New York, has joined the copy department of Hewitt, Ogilvy, Benson & Mather, New York.

A. H. Wagner Elected V.P.

A. H. Wagner, formerly an account executive of Hubbell Advertising, Cleveland, has been elected v.p. of Stedfield & Byrne, Cleveland agency.

To Chase & Richardson

Dime Savings Bank of Brooklyn has appointed Chase & Richardson, New York, to handle its direct mail advertising and promotion.



LOREN THOMAS

LOREN THOMAS, Owner of BIG T SUPER MARKET

Northeast Iowa's Largest Volume Food Outlet says:

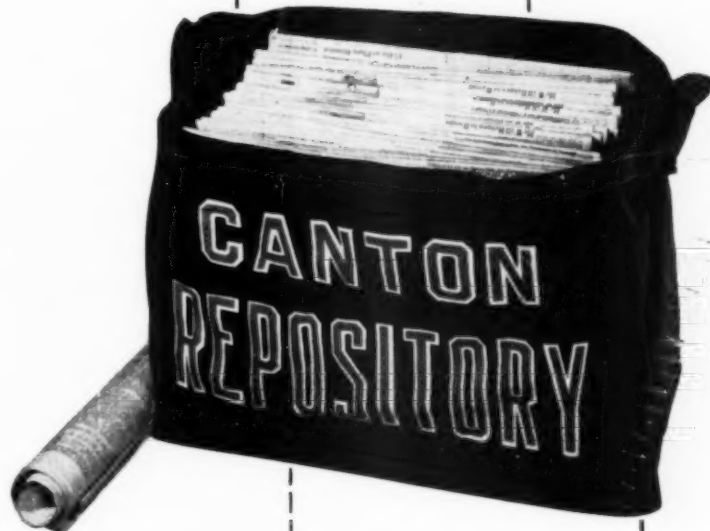
"ADDED FOOD SALES IN MY STORE ARE A DIRECT RESULT OF NATIONAL ADVERTISING PLACED IN THE COURIER. MY LOCAL COPY FEATURES ITEMS WHICH ARE BEING EMPHASIZED IN OUR HOME TOWN PAPER."

Waterloo and the adjacent big, rich 16-county trade area are easy to reach, easy to sell—when you place your advertising in THE COURIER. Contact us today.

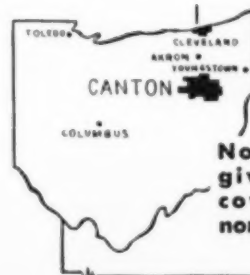
Waterloo Daily Courier
WATERLOO, IOWA

CANTON, OHIO - shopping center for a balanced \$467,000,000 market

156,000 people now live in the Canton City Zone



99.4% home delivery in the Canton City Zone



No other newspaper gives merchandisable coverage of this rich northeastern Ohio market

A Brush-Moore Newspaper, Nationally represented by Story, Brooks & Finley

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Upholds Ads' Power in Brand-Choice Influence

To the Editor: Despite Mr. Ratner's and Mr. Woolf's well documented case histories on advertising as "the least effective of all the activities of man" (AA, Nov. 19), I should like to disagree. I believe that these gentlemen neglected to take into account one of the most important fields of selling, and one in which advertising has had a powerful impact—namely, the food industry.

If you saw the extremely inter-

esting photograph in a recent issue of *Life* magazine depicting the two and one-half tons of food consumed by an average family in one year, you would realize how much of the disposable income of most Americans goes for food. And nowhere are purchasers more brand-conscious than they are in the grocery store.

If advertising can influence the housewife, in the area of her greatest yearly expenditure, to choose only nationally advertised brands; if advertising has made

museum pieces of the cracker barrel, the milk can and dipper, the ten-pound slab of store cheese; if advertising has persuaded the family shopper that she can buy with confidence because the product she buys today will be of the same quality as the one she bought last week and the one she may purchase next month; if advertising has done these things, should it really be described as "the least effective of all the activities of man"?

In a survey, this very housewife may claim to give advertising little or no credence, yet when she goes to her grocer she will insist on Borden's milk, or Chase & Sanborn coffee, or Pillsbury's flour. Perhaps some of the surveys and not the advertising should be taken with Mr. Woolf's "very large grain of salt."

EILEEN BARRY,
American Home Products Inc.,
New York.

Walgreen Clarifies Stand on Perfume Imitations

To the Editor: Under the caption "New Perfume Copies Well-Known Brands; Legal Action Hinted," the front page of the Oct. 15 issue of *ADVERTISING AGE* carried a story regarding activities of the Exclusive Import Co. of Chicago.

The last paragraph of the story states that "distribution has been through small gift shops and drug stores throughout the nation, including Walgreen drug stores"; a clear implication that this merchandise had been widely sold and distributed through our stores.

This is very definitely not the case. The merchandise was never submitted to our central buying headquarters people who, for obvious reasons, would have turned it down. As far as we can ascertain, one of our stores—one store out of more than 400—actually handled the merchandise.

There could be no reasonable doubt that the merchandising methods practiced and employed by this particular company are questionable, to say the least. As a result of the implication in the *ADVERTISING AGE* story, certain of

our original and reputable suppliers of perfumes have had occasion to wonder whether or not our organization might be susceptible to this type of marketing procedure. This has caused us some embarrassment—caused, I believe, by the fact that the way your article was worded, it would imply that this "substitute" perfume was widely distributed throughout the Walgreen organization.

As I pointed out to you above, (a) the item was not submitted to our central buying headquarters as is customary; and (b) if the line had been submitted here, it would have been turned down cold; and (c) as far as we can ascertain, only one store in our entire chain handled the merchandise.

This strikes me as a rather far cry from the imputation that the merchandise had been widely handled through Walgreen drug stores.

R. H. RIEMENSCHNEIDER,
Promotional Director, Walgreen Drug Stores, Chicago.

Disagrees with Report on Butter Package Preference

To the Editor: I note that in the Oct. 29 issue you quote a Dr. Richter as showing that a survey of 11 states brought out, among other things, that "consumers have an overwhelming preference for butter in paraffined cartons."

I enclose a pamphlet—probably the most extensive and accurate survey of brands of butter in a large market ever made—the result of over 16,000 store calls. Note that the two leading brands, Hotel Bars in 6,215 of the stores, and Breakstone's in 1,545 stores, led all the rest by a wide, wide margin. Neither of these brands uses a paraffined carton; both use heat-sealed wax paper. As a matter of fact, these two brands were in more stores than ALL other listed brands combined!

This survey applied to independent stores—but—the A&P by far the largest chain in the area—also has discarded butter cartons and uses wax outer wrappers.

Back in 1935 our firm first started using wax wrappers on butter to replace cartons. A successful wrapper and method of using same took years to develop, but finally in 1941 we had all the kinks licked, and converted all our butter to this type of package.

How can anyone claim that consumers prefer butter cartons when in the largest butter market in the entire world so many of them, week after week, year after year, prefer butter in a heat-sealed wax wrapper to a carton? Why ask Mrs. Housewife to pay almost 1¢ a pound extra for a piece of cardboard that is soon thrown in the garbage can? Whereas wax wrappers can be reused for sandwiches, ice box use, etc.

I feel that various of your readers would like to get these actual facts on butter packaging.

ALBERT LOWENFELS,
Frederick F. Lowenfels & Son,
New York.

'American' Produced a 'Film' Promotion Piece in 1949

To the Editor: JUST ASK US! Never let it be said that *The American Magazine* is unwilling to share its promotion ideas with the whole magazine industry—especially when it is requested! I don't pretend to be a prima donna but when a successful sales piece is literally swiped (forgive the expression) I confess that I steam a little.

Way back in the dear dead days of 1949 I dreamed up and worked out a "roll of film" promotion



piece entitled "THE AMERICAN MAGAZINE — ALWAYS IN THE PICTURE" (see enclosed). To produce this original piece cost me several martinis and many a headache until the mechanical problems were successfully worked out. In the Oct. 15, 1951, issue of

Earle Ludgin and Company



is looking for a stellar copy writer



Probably in one of the "big" agencies there's an advertising writer who likes our kind of copy and would like to write some of it.

Maybe it's you

We work darned hard here to make advertising sell—in space, in radio, in TV. We think that good advertising, a lot of it, is being produced and we want to create an extra amount of it ourselves.

Salary? More than you're getting now, with room to grow. We really want an extraordinary man.

Write us in confidence.



Earle Ludgin & Company

121 West Wacker Drive, Chicago 1, Illinois

your success is our business...
meeting your deadlines without sacrificing quality...
providing your organization with efficient service, willingly given...
producing for you the finest quality printing plates...made by skilled craftsmen in Chicago's most modern plant.

washington

PHOTO ENGRAVING COMPANY · 118 SOUTH CLINTON STREET

Chicago

ADVERTISING AGE, I see this promotion piece staring me in the face with *Living for Young Homemakers* in the starring role.

Now then, after we mailed our piece out in 1949 we had requests from a pharmaceutical house, motion picture company and clothing manufacturer asking if they could use the idea for their own promotion purposes. We were very happy to oblige, in fact, helped them with the mechanical problems involved.

The only thing that saves my wounds is, your Mr. Whitt Schultz says: "The craftsman handling this promotion deserves some kind of an award for the job he did..." Anyhow, it is a compliment to be imitated.

CHRISTINE EDWARDS,
The American Magazine, New York.

Wants Basis for Use of 'Nationally Advertised'

To the Editor: To what extent does a manufacturer need to exploit a product in national media in order to be entitled to use the term "Nationally Advertised"?

This question has arisen many, many times and continues to arise in view of the fact that some furniture manufacturers put a few dollars into an eighth or a sixteenth page in a shelter magazine and then exploit its products generally — sometimes the full line — in the name of the firm as being a "national advertiser."

Whatever information or literature is available on the subject will be helpful to us.

ROSCOE R. RAU,
Executive Vice-President and Secretary, National Retail Furniture Assn., Chicago.

The Bureau of Advertising, Magazine Advertising Bureau and other organizations representing media usually consider \$25,000 the minimum expenditure to justify inclusion in their lists of national advertisers. Since this is a small sum with which to make any impression on the general consumer market, it would seem fair to say that unless an advertiser spent at least this much in consumer media, he would be stretching the term if he referred to himself as a national advertiser.

Arvin Shows the Works in Newspaper Copy

To the Editor: The Creative Man's comment on current advertising production is always extremely interesting and I usually—though not always—find myself in agreement.

And now it's my turn to write under his critical pen...his comment on an Arvin TV ad (AA, Nov. 19).

I've shared his feeling that so much advertising—TV in particular—is too generalized and not sufficiently specific and informative, and we've just done something about it in local advertising and point of sale display.

The enclosed newspaper ads are appearing right now in many leading newspapers all around the country and the blow-up and card are being put up by Arvin dealers.

You'll note that these ads point out specifically what Arvin's 26 tubes and greater power, as well as other features not found in leading competitive sets, mean to the TV owner. Here's the factual proof, which you contend, and I agree, the prospect wants. Our current trade ads are also built around this same check-chart and we're going to carry this over into our national magazine ads in 1952, provided these facts still obtain.

As for the ad The Creative Man criticized—there's good reason for showing the top-of-the-line French provincial model with doors closed, because that's the only way the

reader can see what a fine piece of furniture it really is. Of course, it's also shown, below the main illustration, with doors open. Furthermore, I really believe that the reader can "See the Difference" in the beauty and quality of Arvin's cabinet and design and can also see the difference in the picture quality of an Arvin in comparison with other makes.

Finally, I suppose that we and our agency should be pleased that an Arvin ad at last engaged The Creative Man's critical eye.

J. M. JEWELL,
Advertising Manager, Arvin Industries Inc., Columbus, Ind.

Barber Shop Harmonizer Takes Issue with T.F.'s Tenors

To the Editor: In looking through the pages of a very popular magazine, to wit, one ADVERTISING AGE, I note in the Nov. 12 issue, under "Getting Personal," an item about barber shop quartetting.

My favorite subject, no less. However, I am pained to note that our newcomers in the barber shop quartet world have failed to divorce themselves from the long-haired musical world.

I refer to the fact that in identifying the members of their quartet they describe the harmony parts as top tenor, second tenor, lead and bass. Such basic errors must be corrected at the outset.

We of the beloved and respected Society for the Preservation of Barber Shop Quartet Singing in America Inc. do not recognize such parts as top tenors and second tenors. That's long-hair stuff. In a barber shop quartet we have the tenor, the lead, the baritone

and the bass and that's how real barber shop harmony is produced.

On the serious side, I am very happy to learn of the formation of the quartet in New York's T.F. Club. My congratulations to them and best wishes for their success in a great hobby.

CY PERKINS,
The Petroleum Engineer, Chicago.

Majestic Agency All Clear on Hadacol Media Debt

To the Editor: You folks have done such a splendid job of reporting on Hadacol that I thought I would inform you that Majestic Agency has mailed checks to all media to which we were indebted on the Hadacol account.

L. H. TOWNER,
Majestic Advertising Agency, Houston, Tex.

"OFF" IS THE MAGAZINE OF THE INDUSTRY



Do you know that Frozen Foods is the fastest growing branch of the food industry — over one billion dollars will be sold at retail next year! Per capita consumption is already 15 pounds...frozen vegetables, fruits, concentrates, seafoods, poultry, meats and specialties.

QUICK FROZEN FOODS offers exclusively CCA audited complete coverage. Put "OFF" on your advertising budget. Write for informative industry survey.

QUICK FROZEN FOODS
E. W. Williams Publications, Inc.
82 Wall Street, New York 5, N. Y.



an eagle is the national bird

but Eagle is a local newspaper



Let's see now: the bird is what a newspaper man would get if he worked on the Eagle and neglected to write the name of his paper with a capital "E."

In the same way, a capital "C" is indicated when you write or print Coke—the friendly abbreviation for Coca-Cola. Coke is a proper name, and correct usage calls for an upper-case initial.

Also, Coke is a registered trade-mark. Good practice requires the owner of a trade-mark to protect it dili-

gently. So, for two very practical reasons, we keep asking you to use a capital "C" for Coke—please.

Ask for it either way...both trade-marks mean the same thing.



THE COCA-COLA COMPANY

Information for Advertisers

No. 4184. *Ideas for Preparing Annual Report.*

"Spend Five Minutes with Your Last Annual Report" is an informative brochure offered by Lincoln Printing Co., containing a checklist of subjects that should be covered in the report, suggestions for items that can best be set forth by charts or diagrams, recommendations regarding the mailing list, and a brief outline of the company's specialized services in corporate printing.

No. 4191. *Sports Afield Liquor Survey.*

Sports Afield presents its new "Liquor Survey, 1951" covering, among its subscribers, usage of alcoholic beverages, beer consumption compared with distilled spirits, and brand preferences for beer, Scotch, straight whisky, blended whisky, and gin. Some very interesting preference patterns may be noted.

No. 4193. *Quick Photocopy Method.*

American Photocopy Equipment Co. has prepared a catalog, "The Nation's New Business Habit," showing how its new equipment saves time and money in making copies of art work, layouts, blueprints, patent drawings, business records, etc. The work can be done in subdued office light, no dark room being needed.

No. 4194. *Introduction to Media Buying.*

The Affiliated Advertising Agencies Network offers a new booklet, "Media Selection," which is designed to serve as an introduction

and a refresher to the uses and effectiveness of various media, and shows their use in relationship to different products and various advertising objectives.

No. 4195. *Grocery Distribution in Arkansas.*

Southwestern Publishing Co. presents a new data folder, "Let's Sell Groceries in Fort Smith, Ark.," which contains vital consumer and marketing data for the area served, and gives details of the tie-ins and merchandising services available. Maps, charts and statistics present a complete picture.

No. 4196. *History of Outdoor Advertising.*

"Advertising in Public"—a colorful book prepared by John Donnelly & Sons—is recommended reading. It covers outdoor advertising from wall signs discovered in ancient Pompeii on through the ages up to the latest electric spectacular for Ballantine's ale. Brief information about the services of the company is included.

No. 4197. *Special Assistance in Export Business.*

"Overseas Business Services" is a new brochure available from McGraw-Hill International Corp., quickly outlining the facilities available through their Overseas Business Services Unit—covering market surveys, confidential reports, economic studies, film shooting, editorial service, translations, etc. Service is available in and from 70 countries, with representatives strategically located from Adis Ababa to Zurich.

USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted—please print or type)

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY & ZONE _____ STATE _____

OBSOLETE SPECIALIST GETS JOB OFFERS

This little story has to be told in general terms to preserve confidential information, but its moral may prove profitable to you: A man with certain highly specialized qualifications of limited applicability wanted to get into the agency business. He was earning \$7,000 in another business. As the result of a \$20 ad here in these classified columns of ADVERTISING AGE, he got two offers from agencies—one at \$9,000 from a small agency, another at \$11,000 from a big agency... mighty fine dividends from a \$20 investment. Maybe this will suggest something to you—who knows?

THE ADVERTISING MARKET PLACE

Rates: 90¢ per line, minimum charge \$3.60. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$12.00 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED

PROCTER & GAMBLE Advertising Dept.

An unusual business opportunity is available in the Advertising Department of Procter & Gamble for a young man of promise and ability. The man selected for this post will, after a brief training program, join a group of marketing men who are responsible for the effectiveness of the over-all consumer advertising and promotion effort on an important nationally advertised brand. This post will involve working with the Company's Manufacturing Division on product problems, with the Sales Department on the development of promotions, and with the Advertising Agency on all phases of consumer planning for the brand. It would be our goal to help this young man to develop his general business ability to the point where, within a reasonable period of time, he could take complete charge of such a marketing group.

A knowledge of advertising, either from college courses or business experience, is not necessary. Liberal starting salary with excellent opportunity for future promotion and earnings. Age 22-27. Write, giving all pertinent information, to W. L. Fanz, Dept. X, Procter & Gamble, Gwynne Bldg., Cincinnati, 2, Ohio.

YOUNG COPYWRITER

Not over 30. Experience in flour and feed merchandising desirable. Good education in marketing and statistics essential. Economics training also helpful. Interested in one or two recent graduates and also in a man with several years experience in marketing research work for a manufacturer, advertising agency or commercial research firm. Good salaries and good opportunities for advancement. Box 4166, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS
GEORGE WILLIAMS—PLACEMENTS
219 S. State St. Ha 7-2963 Chicago

ANALYSTS

for marketing research department of large manufacturing corporation. Good education in marketing and statistics essential. Economics training also helpful. Interested in one or two recent graduates and also in a man with several years experience in marketing research work for a manufacturer, advertising agency or commercial research firm. Good salaries and good opportunities for advancement. Box 4166, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

FRED J. MASTERSON ADVERTISING & PUBLISHING PERSONNEL

All types of positions for men and women. 185 N. Wabash FR 2-0115 Chicago

LAYOUT AND PRODUCTION MAN

Indiana consumer hard goods manufacturer has immediate opening for experienced man to do out-of-the-ordinary roughs and comprehensives for catalog pages, folders, direct mail packages, displays; supervise photography; work closely with finished-art studios; follow through on production of engravings, printing, both letterpress and offset. Merchandising sense valuable asset. Large volume work to handle. Will be one of 4-man advertising staff. Company also has agency service. Location, growing city of 20,000. Box 4152, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

WANTED!

Man with strong agricultural background for creative, research and executive work in well-established 4-A agency handling many prominent national accounts. Write in confidence to Box 8020, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

IMMEDIATELY AVAILABLE

Advertising and Sales Promotion Manager College grad. 39. Draft exempt. Heavy promotional, merchandising, advertising and sales administration background. Know all phases Graphics Arts. Do rough layouts, write copy, catalogue compilation. Create direct mail and promotional programs. Good customer relations and contact man. Excellent appearance, aggressive, capable speaker. Know merchandising and promotion at manufacturing, distributor and retail levels. Can double as executive assistant to sales manager or VP. Will relocate anywhere. Box 4164, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

Secretary-correspondent-steno. Let me write that difficult letter. Business sales job application, collection letters, individually composed. Editing. Hr., day rates. MI 2-6322.

SPACE SALESMAN—Go getter for new business. College graduate. Known in middle west. Box 4155, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

BUSINESS OPPORTUNITIES

MIDWEST DISTRIBUTOR

High type market coverage provided in Midwestern area. Will develop sales on advertised line or product on protected franchise basis. Prefer merchandise of high unit value in sundries, hard goods, or appliance field. Well financed. All replies answered. Box 4165, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

Chicago Is Economic Center

The Chicago Assn. of Commerce and Industry has completed a study of market factors which it claims gives new evidence of Chicago's position as the economic center of the U. S. The association claims that an average of approximately 40% of the major factors making up the U. S. market are located within a 500-mile radius of Chicago.

Borden Co. Names Murphy

Borden Co., New York, has appointed Mrs. Mary E. Murphy head of the new product publicity unit of the public relations department. The unit, which consolidates several previously separate functions, operates under the direction of the department's consumer services board.

Keller Baking to Searcy

Keller Baking Co., Portland, Ore., has appointed Searcy Advertising, Portland, to direct its advertising. Newspapers will be used.

TO A PUBLISHER

Splendidly experienced, well known New York space salesman, strong agency contacts, ideally located, fully equipped and staffed Manhattan office, now offers services as publisher's representative, to a consumer or trade publication. Box 8027, Advertising Age, 11 E. 47th St., N.Y.C. 17

CUSTOM-TAILORED for a REAL ACCOUNT EXECUTIVE

Brilliant and strong New York agency is ripe to acquire another producer. Long-established organization in the three million dollar class, highly regarded for creative and merchandising skills, excellent service facilities and national accounts with impressive records. Rare spot for a man now running his own agency who

wishes for greater efficiency and security, or for an account executive desirous of broadening his scope. Here you will get real help and recognition of your ability. Either billing or definite potential is desirable. Please write me fully, in confidence, with no samples at present. I will not submit your name until authorized.

KENNETH GROESBECK Advertising Agency Counsel
113 West 57th Street, New York 19, N. Y.

ATT: N. Y. AGENCIES

Sound, Skilled, Creative

Sales-Promotion Woman Available
Need someone to plan, create and execute complete SALES PROMOTION and MERCHANDISING programs for you or your clients? Experienced promotion woman (under 35) now employed by 4A agency as Assistant to Director of Sales Promotion, seeks new situation. Specialist in preparing unusual sales presentations (hard goods, package goods, men's furnishings, drugs and cosmetics, home furnishings, media, new business). Internal and external house organs; media-and-mail trade campaigns; point-of-sale displays; sales training material; publicity; consumer booklets; gimmicks, etc. Now earning \$7800.

Box 8028, ADVERTISING AGE
11 E. 47th St., New York 17, N. Y.

ADVERTISING AGENCY, PUBLIC RELATIONS OR SPACE SALES

Broad Experience: 14 years selling and public relations include radio, TV time sales, district salesmanager for major airline, industrial public relations. Can develop ideas, make presentations. Ability to make rough layouts as I sell. Write copy if necessary. Northwestern Univ. Grad. Adv. Major. Age 38. Locate in Chicago. Box 8029, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

WE WANT AN EXECUTIVE SALESMAN FOR CHICAGO

There is substantial income and a permanent, expanding future for the right man in his middle thirties who can qualify to succeed man now moving up. No high-pressure performer need apply, but only a proven, straightforward SALESMAN with Executive Ability—one who commands confidence and who can direct and inspire other salesmen. The man should be good at detail and have a graphic arts background in sales, merchandising or advertising—and he should have the ability to sell advertising ideas as well as a necessity commodity. Wide Chicago contacts important. Established business with immediate assignment of substantial accounts for nationally famous manufacturer with factories East, Midwest and Coast, sales offices in principal cities. Compensation basis commission and override with satisfactory drawing account and guarantee of \$10,000 minimum first year. Write full particulars with photo or snapshot which will be returned. Box 8029, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

DO YOU NEED A TOP ADVERTISING - SALES PROMOTION MANAGER?

with versatile background & extensive experience in soft & hard goods distributed Nationally through distributors. Dept. Stores, Syndicates, etc. Fully acquainted with publicity, adv. agencies, TV, Radio, & other Natl. & Local media. Very strong on promotions, presentations, dealer & Dist. meetings, exhibits, point of sale displays, literature, sales training, etc. Finished enthusiastic speaker. Pleasant personality. Hard worker. Box 8025, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Season's

TRENDS

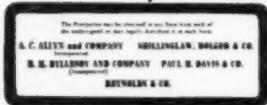
The R. C. Maxwell Co. Trenton N.J.

OUTDOOR ADVERTISING

**120,000
COMMON SHARES**

Price per Share \$8.27

Jacobsen
MANUFACTURING COMPANY



BREAKING PRECEDENT—This Jacobsen Mfg. Co., Chicago, new stock issue ad, which appeared in the Chicago Tribune Nov. 14, is a far cry from the standard tombstone format used in the securities business. J. R. Pershall Co., Chicago, is the agency.

**Labor-Saving Items
Top Consumers List,
According to Survey**

TOLEDO, Dec. 7—Labor saving and comfort in the home are the motivating forces in current consumer buying, according to the results of a survey conducted among 1,600 "typical" American homes by National Family Opinion Inc., a consumer research organization.

Household appliances will lead all other items on the lists of families intending to spend \$100 or more on a major purchase before March 15, 1952, the survey indicated.

On the basis of the poll, the researchers said that almost half of the families in the nation (41.8%) will make a major purchase (\$100 or more) before next March 15, or a total of more than \$1½ billion.

■ The money will be spent for refrigerators, washing machines, sewing machines, ranges, washers, dryers, home freezers, water heaters and other appliances.

Other major expenditures will be made for remodeling and repairs of homes (11.7%); furniture (7.2%); floor coverings (5.9%); TV sets (5.2%); home furnishings (1.7%); new homes (1.2%).

Miscellaneous items such as clothes, land, auto tires, landscaping, etc. will total 1.9% of the money to be spent for major purchases. Farm equipment will get 1.1%.

■ Most of the money will be spent by people in the income group between \$3,000 and \$5,000, who comprise 47.8% of the families intending to part with \$100 or more by March 15 for a single item.

In the above-\$5,000 income group, 46.7% intend to buy; in the \$2,000-\$3,000 group, 41% will buy. Among families with an income under \$2,000, 33.9% indicated their intention to spend \$100 or more for a major purchase before March 15.

National Family Opinion Inc. maintains a list of between 35,000 and 37,000 consulting families representing all income brackets and geographic locations.

Norman Hill Joins 'See'

Norman Hill, formerly promotion manager of the Macfadden Men's Group, New York, has been named promotion manager of See, New York, and the Thrilling Fiction Group, New York.

CBS Radio Names Feniger

Jerry Feniger, formerly with Cunningham & Walsh, New York, has joined the spot sales department of the CBS Radio Division, New York.

H. T. Stroop Joins Avco

H. T. Stroop, formerly advertising and sales promotion manager of Bimel Co., Cincinnati appliance distributor, has been appointed assistant advertising and sales promotion manager of the American Central division of Avco Mfg. Corp., Connersville, Ind. He will assist A. M. Bruninga, recently appointed advertising and sales promotion manager.

Philipsborn Names Agency

H. F. Philipsborn & Co., Chicago mortgage house, has appointed Gerstel-Loeff, Chicago agency, to direct advertising and promotion. First promotion on the schedule is a new "Philipsborn Report," a monthly service to clients to keep them posted on mortgage trends.

Fitzgerald Appoints Two

John Barnetson, formerly with Fuller & Smith & Ross, Cleveland, and Dan MacMillan, formerly with George H. Hartman Co., Chicago agency, have been appointed group heads of the copy department of Fitzgerald Advertising, New Orleans.

...ACB REPORTS ON 1,393 MARKETS

**Our Newspaper
Research
is a Raw Material
from which
Successful
Sales Policy
is built**



● If your product is one which a retailer is advertising in his local daily newspapers, you should know about and use ACB Research Services.

These ACB weekly or monthly reports multiply management's capacity to follow the activities of dealers—your own and competitive. They point out the merchants who are pushing your brand and those who merely "carry" it.

If dealers advertise your brand, ACB will keep you abreast of all developments... tell you what sizes, models, prices, etc. are being featured and

then compares this advertising effort with that of competing dealers. You also receive all details of national releases by competing manufacturers. Coverage may be all or any part of the 1,393 leading retail markets in the U.S.

Send Today . . .

for a 24-page Catalog describing and illustrating the 12 helpful services which ACB will furnish to merchandisers. Give details of cost, coverage, list of users, etc.

ACB SERVICE OFFICES

- 79 Madison Ave. • Phone: Murray Hill 5-7302 • New York (14)
- 538 S. Clark St. • Phone: Wabash 2-6130 • Chicago (5)
- 161 Jefferson Ave. • Phone: 37-0595 • Memphis (3)
- 16 First Street • Phone: Sutter 1-8911 • San Francisco (5)

ACB THE ADVERTISING CHECKING BUREAU, INC.

National Advertisers!

Here's a Perfect Combination for You!

Television



**Car and
Bus Cards**



**Point-of-
Sale
Displays**



Television advertisers cannot afford to neglect those two other important members of a winning, sales-getting combination—car and bus cards and point-of-sale displays.

Some of the most successful national advertisers are now amplifying the effectiveness of their television advertising through the coordinated sales teamwork of car and bus cards and point-of-sale displays, printed or lithographed

on Falpaco Coated Blanks or Falpaco Display Board.

The Chesterfield cards shown above were lithographed on Falpaco Coated Blanks, coated one side for offset, by Kindred, MacLean & Co., Inc., Long Island City, for Liggett & Myers Tobacco Company.

Specify Falpaco Coated Blanks or Falpaco Display Board for car and bus cards and point-of-sale displays.

Distributed by Authorized Paper Merchants from Coast to Coast



FALULAH PAPER COMPANY

New York Office—500 Fifth Avenue, New York 18 • Mills: Fitchburg, Mass.

Along the Media Path

● *The Fisherman*, Oxford, O., monthly publication devoted exclusively to fishing, is distributing latest information about its coverage and market. Included are comparison figures regarding editorial content of other sports magazines. The publication also is preparing a

series of juvenile books designed to perform an education job on the conservation and pleasures of fishing for the younger generation and in future years to develop more and better fishermen.

● *Child Life* celebrates its 30th anniversary with its December issue. "Thirty years ago," the publication advises its readers, "an exciting new magazine was born. It was a magazine for children just like you!... To you wonderful boys and girls we present this, our birthday issue. It is the grandest, the most colorful, the most exciting *Child Life* ever."

● *Design News*, Detroit, which became a bi-monthly on its 5th birthday in October, reports that indications already point to a sizable gain in readership since the change.

● Crosley Broadcasting Corp. lured 123 new advertisers to television through its "Operation Sunburst" plan in its three TV markets last year and, as a result, will continue the promotion-merchandising-exploitation program this coming summer. The plan last year replaced Crosley's former summer television discount plan, and gave advertisers a selection of spot and program packages from May

through September.

The company is convinced that it can offer advertisers more value through the package promotion than through a discount operation. The Sunburst idea will be employed in Cincinnati, Dayton and Columbus, the Crosley TV markets.

According to R. E. Dunville, president of the company, the advertisers who participated in Sunburst last season included Bendix home appliances; Ashland oil; Sohio oil; International Harvester; Hudson dealers; Hudepohl beer; Burger beer, and House of Lowell cosmetics.

● The January *Modern Photography* carries more than a 20% increase in advertising over the issue for the corresponding month a year ago, and figures for the last quarter of 1951 show an ad increase in excess of 12% over the same period in '50.

● The *Reader's Digest* international editions carried a total of 13,448 pages of advertising in 1951, an increase of 28.7% over 1950. The 1,311 companies placing this advertising are the subject of a new booklet titled "Leading International Advertisers in 1951."

● Two new promotion pieces of *Electrical World* outline the publication's coverage of electric utilities and industrial plants.

● *Seventeen's* national doll making contest netted 7,000 hand-made dolls for the Save the Children

Federation's drive for Christmas dolls for needy children in the U. S. and overseas.

● New *Life* mailing piece is a three-dimensional "pop-up" graphic explanation of the audience available to advertisers in the magazine, based on last year's Alfred Pollitz study.

● The Nov. 16 *Washington Post* carried its largest day's volume of retail grocery advertising, 37,517 lines. With 1,050,784 lines through October, the *Post* already has made 1951 its fifth consecutive year of topping 1,000,000 lines in the retail grocery classification.

● The *Southtown Economist*, twice-weekly publication for Chicago's southwest and southeast sides, has begun promotion of a national contest for a new portrait of Uncle Sam, with \$5,000 in cash prizes.

● The *Minneapolis Star and Tribune* are distributing to advertisers, schools of journalism, libraries and teachers a new booklet which reprints a selection of the papers' ads which appeared in the past four years.

● A *Good Housekeeping* consumer panel study reports a sharp increase in home sewing and needlework in the past two years. Of the 1,875 subscribers who returned questionnaires, 35% reported that they now do more sewing or needlework than they did a couple of years ago. Economy is stated to be the chief reason for the trend.

● The *Chicago Tribune* has announced details of its \$24,050 "Better Rooms" competition, which this year will include prizes for ideas for furnishing and decorating rooms in both modern and traditional styles. Fifty-two cash prizes ranging from \$100 to \$1,000 each will be awarded by the *Tribune*. The paper also reports that ad lineage for the first 10 months of 1951 exceeds the total for the entire year of 1950.

● John Blair & Co., national radio station representative, has released the first in a series of combination availability-coverage maps to be done for each of the stations it represents. The first map treats of WHDH, Boston. The company also has issued a promotion piece for WWVA, Wheeling, W. Va., which presents the coverage story of the station's Saturday

night feature, "Original WWVA Jamboree."

● KCBQ, CBS affiliate in San Diego, opened its new studios Nov. 30 to a guest list headed by Howard Meighan, president of CBS Radio Division, and William Shaw, general manager of the Columbia Pacific Network.

● The *Salt Lake City Desert News* has begun publication of a weekly shopper's section which is being distributed free throughout the city's metropolitan area.

● When the Columbia Broadcasting System presented its all-day marathon with appeals for blood donor pledges, KMOX, St. Louis, produced its local jamboree for a three-hour period that same night. More than 2,000 pints of blood were pledged as a result of the net and station day-long activity.

● In addition to a series of 20 outdoor boards this year and a direct mail campaign to acquaint listeners with the network, KXL, Portland, Ore., affiliate of Pacific Northwest Broadcasters, has been conducting its own promotional program in the form of a 9:15-11 a.m. daily music show, which features a contest and weekly prizes furnished by the station.

● KOA, NBC station in Denver, reports a 23% increase in gross billings for the first nine months of 1951, as compared to the same period in 1950. Mutual's outlet in Denver, KFEL, states that billings for this period are 12% over those of last year. For the fiscal year ending October, 1951, KMYR reports an increase of 10%. Both KLZ, the CBS affiliate in Denver, and KTLN, new Denver independent, report modest increases for the period.

● An analysis of *Family Circle* by states, counties, cities and towns has been prepared by the magazine. Figures are based on the May, 1951, issue, and include the estimated circulation in H. G. Hill Stores, a new chain selling the publication.

● The Thanksgiving Day edition of the *San Francisco Examiner* was its largest single daily issue ever published, the paper reports. The edition included five sections totaling 76 pages, plus a 24-page tabloid advertising section.



SPEAKS FOR ITSELF

LET THE BAYONNE TIMES SPEAK FOR ITSELF—SEND FOR A COMPLIMENTARY COPY AND SEE WHY—

"BAYONNE CANNOT BE SOLD FROM THE OUTSIDE"

THE BAYONNE TIMES

NATIONALLY REPRESENTED BY BOGNER & MARTIN



-- and we'll sell 'em fast for you!

There's a bumper crop of wealthy, influential tourists in Greater Miami right now, and thousands more on the way. Miami's magic sunshine will bring down more than a million and a half visitors this winter, to form America's biggest, richest bonus audience!

This tourist-jammed market is ripe for your sales message—it's the nation's fastest growing metropolitan area, with the highest per capita retail sales in the country, and a retail sales total that topped 675 million dollars in 1950.

You can reap a golden harvest of sales at minimum cost by reaching this rich market thru The Miami Herald, which sells 700,000 year 'round residents plus a vast vacationing audience all along Florida's fabulous Gold Coast. See your SB&F man today.

JOHN S. KNIGHT, Publisher
STORY BROOKS & FINLEY, National Reps.
A. S. GRANT, Atlanta
Affiliated Stations -- WQAM, WQAM-FM

MIAMI--An International Market



You're sure to get readership!

Did you know that America's best-read magazine is Parade? Smart editing does it. Starch proves it. And ads in Parade get more readers per dollar than in any other magazine.

Put it in

parade

The Sunday Picture Magazine

Sponsors, Nets Shift and Swap Radio, TV Shows

(Continued from Page 1)

starting Jan. 6. While the "Philip Morris Playhouse" (Biow Co.) will move to CBS as of Jan. 6, it will go into the half-hour being vacated by Horace Heidt, who will end his series for the cigaret maker as of Dec. 16. "Meet Millie" has been bought for Jan. 15 only as a part of the campaign for Buick's new line.

■ Moving in the opposite direction at CBS were Richfield Oil Corp. of New York (Morey, Humm & Johnstone) and Campbell Soup Co. (Ward Wheelock Co.). The food company is dropping the Tuesday and Thursday segments of "Club 15," and Richfield is discontinuing its Saturday and Sunday newscasts after the end of 1951.

Kellogg Co. has dropped Victor Borge and "Mark Trail" (ABC) from its radio schedule. Instead, the company will present a radio version of video's "Tom Corbett, Space Cadet," Tuesdays and Thursdays at 5:30 p.m., EST. Since Mr. Borge and "Mark Trail" together have a three-shows-a-week schedule, ABC loses in this exchange. Kenyon & Eckhardt is the agency.

As of January, Stokely-Van Camp will take over the 8:55 to 9 a.m., EST, spot being vacated by Hazel Bishop Inc. Van Camp will probably present John Conte, its former video attraction, in this Monday through Friday show, which is being placed through Calkins & Holden, Carlock, McClinton & Smith.

Effective Jan. 6 at 9:30 p. m., EST, Sterling Drug, through Thompson-Krech, will sponsor the "John J. Anthony Hour" over Mutual.

■ MBS, meanwhile, has announced that its all-star lineup of Hollywood - produced shows will start Dec. 31. These programs are being produced by MGM Radio Attractions for prime nighttime airing. Half of the ten will be made available to stations for sale on a co-op basis. Five others will be sold nationally under the new Multi-Message plan. The five: "Woman of the Year" (Bette Davis); "The Black Museum" (Orson Welles); "MGM Musical Comedy of the Air"; "Modern Adventures of Casanova" (Errol Flynn) and "Adventures of Maisie" (Ann Sothern).

Sponsors may buy one minute or 1½-minute participations in one or more of the shows, which will also give them opening and closing sponsor credits. The prices: \$6,000 gross for one minute weekly participation; \$4,400 gross for five minutes a week.

■ A 39-week schedule of five-minute participations weekly would cost approximately \$750,000 a year.

New television business this week includes an upcoming boxing show to be sponsored over ABC by American Tobacco Co. (Batten, Barton, Durstine & Osborn). The program will feature amateur fighters from the Army and Navy.

DuMont, which recently lost a couple of shows to American, reversed the procedure with the acquisition of Gruen Watch Co.'s drama. The "Gruen Playhouse," formerly titled "Gruen Theater" on ABC, will debut on DuMont Jan. 17, at 9 p.m., EST, on an alternate-week schedule. McCann-Erickson is the agency.

Meanwhile, DuMont is trying to

clear a nighttime spot for Serutan Co. (Roy S. Durstine Inc.).

■ CBS-TV's biggest headache of the moment is Saturday night. Carter Products and Sterling Drug, co-backers of "Songs for Sale," will part company with the hour show at the end of the current cycle. American Safety Razor Co. already has cancelled "The Show Goes On." This will leave the network with only one sponsored telecast after 9 p.m., EST, Saturdays—Pepsi-Cola's "Wonderful Town," with Faye Emerson.

Another Columbia video advertiser is retrenching. General Electric Co. (Batten, Barton, Durstine & Osborn) will cut the 60-minute Fred Waring show in half next year.

On the brighter side of the CBS-TV picture, Longines-Wittnauer Watch Co. (Victor A. Bennett Co.) has contracted for a special Christmas show and J. Walter Thompson Co. has optioned Sam Levenson for Lever Bros. A decision on format is holding up the finalizing of this purchase.

■ The Wednesday night NBC-TV half-hour formerly occupied by Hazel Bishop has been taken over by Cavalier cigarets. Time—four weeks with options, Wednesdays, 10:30 to 11 p.m., EST—was bought through William Esty Co.

Other developments at NBC-TV: effective Jan. 3, Ford Motor Co. cut the hour-long James Melton Show to 30 minutes; this time will be taken over by Liggett & Myers for "Dragnet"; and as of Jan. 6, Liggett & Myers will drop the expensive comedy series, "Sound Off Time," on which Jerry Lester, Bob Hope and Fred Allen have alternated.

Duane Jones Suit Moves Closer to Trial

NEW YORK, Dec. 6—Duane Jones' oft-threatened "conspiracy" suit against his nine one-time executives was a step closer this week after he had served 12 persons with his complaint. All defendants have 20 days in which to reply, making the deadline about Dec. 19.

Questioned by AA as to whether he was seeking \$1,000,000, as he had previously said he would, Mr. Jones would say only that his suit was now in the "multi-million" bracket.

The agency head also said that Manhattan Soap Co.—a former client now with Scheideler, Beck & Werner—was among the defendants.

Joseph Scheideler, president of Scheideler, Beck & Werner, told AA he was "pleased that Mr. Jones has served the papers because we can let the courts decide the issue—if it ever is brought to trial."

Neither Mr. Jones nor Mr. Scheideler would comment further on the legal steps taken by the former.

■ The nine former Jones company executives who were served were Mr. Scheideler, Joseph Beck, Paul Werner, Eugene Hulshizer, Robert Hughes, Lawrence Hubbard and Philip Brooks, all now with SB&W, and Robert Hayes, former president, now with Doherty, Clifford & Shenfield, and Don Gill, now with W. Earl Bothwell Inc.

These nine, plus the SB&W company, the Manhattan Co., and Frank G. Burke, v. p. of Manhattan, make up the defense roster.

Archie Taft Owns KOL

AA erroneously stated that Archie Taft was owner of KING, Seattle, in an American Vitamin Assn. story in the Nov. 19 issue. Mr. Taft is owner of KOL, Seattle; Mrs. Bullitt is owner of KING, Seattle.



HOT COPY—Capitalizing an Illinois' current \$10,000,000 counterfeit cigaret tax scandal, Buchanan & Co., Chicago, quickly prepared this b&w spread to run in the December issue of Tobacco Record for Meyercoed Co., Chicago decalcomania manufacturer. Copy focused attention on Meyercoed's "secret process" tax revenue stamps which are declared virtually impossible to counterfeit.

Two Libby Men Killed in Crash

TOLEDO, O., Dec. 7—William H. Boyd, 44, in charge of sales training for Libby, McNeill & Libby, Chicago, and James G. Penfield, 31, special representative of the canned meat sales division of Libby in Columbus, O., were killed in a plane accident near here yesterday.

Mr. Boyd joined Libby in 1946 after having served as director of personnel of the Naval Air Transport Service of the Pacific during World War II. Mr. Penfield, pilot of the plane, joined the company in 1946. He formerly had been a fighter pilot for the Royal Canadian Air Force.

GRAFTON B. PERKINS

CAMBRIDGE, Dec. 7—Grafton B. Perkins, 68, formerly v. p. in charge of advertising and market research of Lever Bros. Co., here, and more recently an advertising and merchandising consultant, died at his home yesterday.



Grafton B. Perkins

Upon graduation from the Massachusetts Institute of Technology in 1905, Mr. Perkins joined the Boston Post as advertising manager. Several years later he was named advertising director of the Potter Drug & Chemical Corp., Malden, Mass., maker of Cuticura soap, and in 1912 he was appointed advertising chief of Resinol Co., Baltimore.

Mr. Perkins took over the advertising responsibilities for Richard Hudnut Co., New York, in 1920 and left Hudnut four years later to join Lever Bros. as assistant ad manager. In 1931, he was promoted to v. p. in charge of advertising and research.

During World War II, Mr. Perkins served as public relations director to Col. Bradley Dewey, U. S. rubber administrator.

HUGH DEANE MCKAY

NEW YORK, Dec. 5—Hugh Deane McKay, 55, executive v. p. of the L. H. Hartman Co., died suddenly of a heart attack Nov. 30. Mr. McKay, a native of Louisville, worked on newspapers in Philadelphia, New York, Los Angeles and San Francisco; served in the Canadian Royal Flying Corps during the first World War, and entered the advertising business in 1919.

Mr. McKay joined Lord & Thomas in that year and served as copy chief until 1930, when he moved to Joseph Katz Inc. as general manager. From 1934 to 1939 he served as ad director of

Colgate-Palmolive-Peet with headquarters in Paris. Later, he was associated with the Institute of Public Relations and, in 1945, joined Maxon Inc., New York, as executive v. p. He moved to the Hartman company in 1948.

EDWIN L. JAMES

NEW YORK, Dec. 4—Edwin Leland James, 61, managing editor of the New York Times since 1932, died last night of a heart attack at Columbia-Presbyterian Hospital.

A native of Irvington, Va., he received his bachelor's degree from Randolph-Macon College and began his newspaper career in 1910 as a reporter on the Baltimore Sun.

In 1912, he became assistant news editor of the Pittsburgh Dispatch and in 1914 became a copy editor on the Knickerbocker Press in Albany. The following year he joined the New York Times as a copy editor, but soon shifted to reporting.

In less than three years as a reporter he gave such evidence of his accomplishments that he was sent to Europe in 1918 to be chief correspondent with the American Expeditionary Forces.

After World War I, Mr. James was appointed Paris correspondent, and from 1919 to 1930 covered many international conferences, later becoming managing editor.

NPA Changes Classification of Outdoor Displays

WASHINGTON, Dec. 6—In an effort to simplify controls over the construction of outdoor displays and posters, National Production Authority today classified outdoor displays as "B products" subject to controlled materials Reg. 1.

As a result of the action, outdoor companies may obtain steel, copper and aluminum for displays through the self-certifying procedure provided in CMP Reg. 1.

Companies requiring larger amounts of material obtain allotments of all necessary products by filing a CMP-4B form.

Previously, outdoor displays were classified as construction projects and were controlled by CMP Reg. 6. Supplies of steel, copper and aluminum were obtained by filing CMP 4C forms with NPA's construction division.

The exception to today's action is the big "spectacular" entirely built on site, which will continue to operate under CMP Reg. 6.

Merritt Promoted to V. P.

Stanley F. Merritt, copy director and member of the plans board in the Boston office of Albert Frank-Guenther Law, has been promoted to v. p.

New NARTB Code Becomes 'Law' on March 1

(Continued from Page 1)

Much of the interest in a code developed this summer after Sen. Benton introduced legislation to set up a public committee to make an annual survey of TV programming, NARTB is fighting the Benton plan.

■ In addition to stating an "affirmative" responsibility to program TV as a "family medium," the code carries an agenda of "bad words" which must not be used on the air. The code and the list of words will be subject to continuous re-examination by the board of review.

The board of review is to be made up of telecaster members of NARTB. The NARTB president, Harold Fellows, is to make the selections during the next three weeks.

In setting up the code program, NARTB said all TV stations and networks, regardless of their relationship with the association, will be invited to participate. Stations and networks will pay special fees to support the code program, with NARTB members getting an advantageous rate. At present, 72 of the nation's 108 TV stations and two networks belong to NARTB.

■ The seal adopted by NARTB today uses a laurel wreath as the central figure, with a ribbon below carrying the words: "Entertainment, Education, Culture, Information." Another ribbon, across the wreath, says, "Seal of Good Practice," with the initials "NARTB" in the background.

Robert D. Sweezy, v. p. and general manager of WDSU-TV, New Orleans, who was chairman of the code project since it was originated on July 12, said TV borrowed from codes used by the motion picture and radio industry. He said the TV code goes far beyond the radio code by setting up the review committee, and by emphasizing an affirmative responsibility for good programming. He talked of it in terms of the efforts lawyers, doctors, educators "and many other professional groups" have made to meet public interest responsibilities.

■ The code has four sections: Pramble, Programming, Advertising and Procedures.

Its purpose is "to cooperatively maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served."

Sections of the code outline the industry's approach to "advancement of education and culture," "acceptability of program material," "responsibility toward children," "decency and decorum in production" and treatment of news and public events, including controversial public issues.

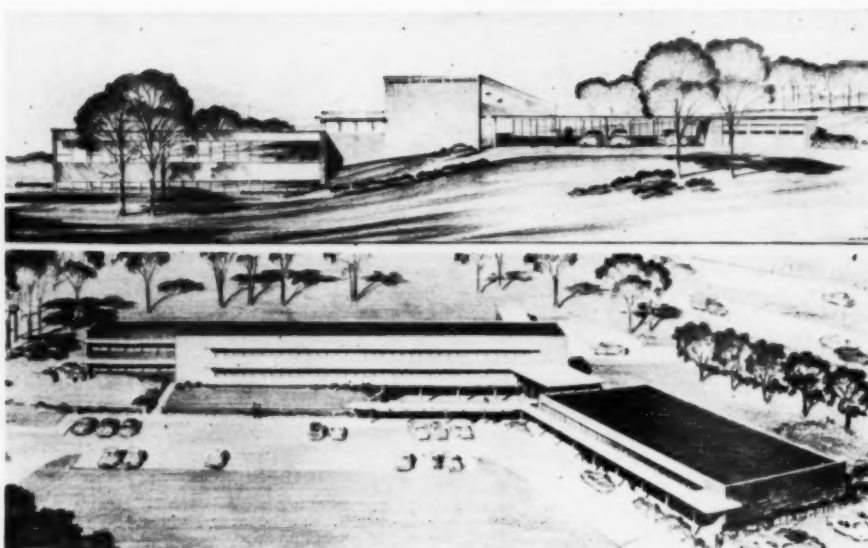
■ Nearly half the code is devoted to advertising. Messages are to be presented with courtesy and good taste. Liquor ads should be rejected and wine and beer accepted only in compliance with local law. Questionable businesses should not be advertised; contests and premium offers should be carefully supervised.

The code includes detailed recommendations on the amount of time that should be devoted to commercials in particular time periods.

PHOTO REVIEW



VOCATIONAL GUIDANCE CAN BE ENTERTAINING—The Woman's Advertising Club of Minneapolis recently wrote and produced a skit on "Alice and Al in Advertising," designed to give information about the ad field to teachers who work as vocational guidance counselors. Some 40 adclub members described their jobs in the play, which featured (in the usual order) Ann Bystrom of Pillsbury Mills as the queen; Sallie Nissen as Alice, and Beatrice Kennedy as Al.



MACMANUS WILL BUILD THIS—Now under construction in Bloomfield Hills, 17 miles north of Detroit, is this 240'-long L-shaped office building which MacManus, John & Adams will occupy by this time next year. Besides getting 40% more and better laid-

out floor space, the agency will get away from the congested Detroit area, its employees will be able to live closer to the office and the agency will actually be closer to most of its accounts. A sub-office will be kept in downtown Detroit.

Let's go to Church...

YOU GO TO YOUR CHURCH
AND I'LL GO TO MINE
BUT LET'S WALK ALONG TOGETHER

Porter Loring

LET'S WALK ALONG TOGETHER—Pitluk Advertising Co. of San Antonio designed this poster for the Porter Loring funeral home.

The poster (in some cases a painted bulletin) is being placed opposite churches of all denominations as spots become available.



OCTAGON PREMIUM GROUP—Present at recent meeting of members of the Octagon cooperative premium plan (under which Raleigh coupons now may be exchanged for Octagon premiums—AA, Dec. 3), in usual order, were: J. M. Davidson, manager, premium department, Colgate-Palmolive-Peet Co.; G. W. Penny Jr., Rumford Co.; L. White, J. H. Filbert Inc.; E. M. Lewis, Brown & Williamson Tobacco Corp.; D. H. Englehard, Ballard & Ballard Co.; W. T. Campbell, Wm. B. Reilly Co.; L. P. Spears, Brown & Williamson; and A. J. Berry, Borden Co.



GIFT PACKAGES GALORE—Each Christmas the nation's distillers try to outdo each other in the elaborate packaging of their products. Here are some of the fancy trappings that several distillers have worked up

for this year's holiday season. Although the majority of distillers merely dress their standard bottles in colorful cartons, several of them now package their commodity in fancy glass decanters.

Wright Co. Moves
Wright Co., Boston photoengraver, has moved to new quarters in Cambridge, Mass.

COW PEAS & CORN BREAD

That's what we like about the South!

"Sumpin' else we like down South is fishing and hunting, all year 'round (7,500,000 licenses sold) Read by outdoor sportsman, and families (and Northerners interested in Southern sports) is **OUTDOOR SPORTSMAN**. Over 104,000 circulation, each copy read by four or more. A **PROVED** medium for sporting goods, merchandise with male appeal, and mail order.

"Repeat our ad in your next 12 issues," says a happy advertiser.

Outdoor Sportsman
PULLS LIKE A PIKE

South's No. 1 Outdoor Magazine
LITTLE ROCK, ARKANSAS

New York Rep.: Nat'l. Pub. Rep., Inc.
114 E. 47th St., NYC
Midwest Rep.: Fendergast & Minahan
168 N. Michigan Ave., Chicago, Ill.

No Special Advertising Unit Planned, Say Commerce Dept. Executives

WASHINGTON, Dec. 6—If a Commerce Department subcommittee has its way, there will be no special departmental unit set up to serve the advertising industry.

The research and services subcommittee of the Commerce Department's advisory committee today recommended against the establishment of a special departmental unit to handle problems which may arise in the advertising business.

Two principal reasons had been advanced for an advertising unit:

1. To provide a single source in the department where the advertising industry could turn for information.
2. To interpret the advertising business to the government. On the first, the subcommittee said, "If the

field offices can be successfully publicized and developed as the best place to go for help and information from the Department of Commerce, the need for an advertising unit in Washington would be largely obviated.

"As to the concept that an advertising unit in the Department of Commerce would encourage better understanding and appreciation of advertising among people in government, the subcommittee feels that the advertising advisory committee itself already evidences Secretary Sawyer's recognition of advertising, and that as a group representing all phases of advertising, it provides the best kind of medium through which advertising can make its needs and its contributions to the economy better known to government people."

■ Any diversion of this communications and advisory function to an advertising unit might tend to weaken the effectiveness of the advertising advisory committee.

The adverse recommendation on an advertising unit was one of the major suggestions offered by the subcommittee in an analysis of the Commerce Department's publications and services which has been in preparation nearly two years. In the course of its survey, the subcommittee polled 21 advertising trade associations and collected more than 100 concrete suggestions "to increase the effectiveness of the department's publications and services and expand knowledge of and use of them by the advertising industry."

■ Among the major suggestions:

1. Improved indexing and cataloging, including expansion of the business service checklist, to provide a better picture of government publications that are of interest to advertising and marketing people.
2. Improve legibility of Commerce publications through increased use of graphics.
3. Closer editing to simplify reports.
4. Strengthen the field service through stepped-up publicity, including increased participation by field personnel in activities of local business associations.
5. Speed up the release of data by issuing accurate estimates whenever possible.

■ Members of the subcommittee included Fred R. Gamble, president of the Four A's, chairman, and Kenneth Godfrey, Four A's secretary; Nelson Bond, v.p. in charge of advertising, McGraw-Hill Co.; Elon G. Borton, president of AFA; Philip J. Everest, managing director, National Assn. of Transportation Advertising; Kerwin H. Fulton, president, Outdoor Advertising Inc.; J. Harold Ryan, v.p., Fort Industry Co., and Paul B. West, president of ANA.

In releasing the report, which had been submitted on Oct. 19, Secretary Sawyer published the recommendations of the subcommittee and the summary of suggestions submitted to the subcommittee by the 21 associations. He withheld the full list of more than 100 specific observations submitted by the trade associations.

■ At the same time, Secretary Sawyer issued a statement saying that many of the suggestions had been adopted during the two years the report was in preparation, and that others would be adopted in the near future.

He said substantial progress had been made toward standardizing the format of Commerce publica-

tions and improving the use of visual presentations. Recent publications, such as "Selling the U. S. Market," have received particularly favorable comment from members of the advertising advisory committee and business generally, he said.

While the subcommittee recommendations firmly dismissed the proposal for an advertising unit, the summary material showed that advertising trade associations polled by the subcommittee divided about equally on the issue. Four—including ABP, NIAA, SNPA and AFA—were strongly for the idea, while three—OAA, NAMP and EAA—favored the idea if executed without additional expense to the government.

Four—the Four A's, the Council of Advertising Agency Librarians, NAEA and ANPA—were opposed; and two wanted more information.

■ Summarizing the views of the associations, the subcommittee said the consensus of opinion seemed to be:

"1. That both the government and the advertising industry could benefit from the establishment of a small organization within the Department of Commerce to serve advertising.

"2. Such an organization should not be called an advertising unit, or advertising division, since the designation 'advertising' is too narrow to describe its proper functions.

"3. Any organization—or designation of individuals in the department to serve advertising—should come under one of the present offices already serving the broader field of marketing, and should not involve additional authorization for personnel of expense beyond the department's present budget."

■ **'Flower Grower' Ups Rates**

Flower Grower, published by Williams Press Inc., New York, has increased all its advertising space rates 12%.

Two Agencies Are on Quest-Shon Mark List of Creditors

NEW YORK, Dec. 6—Two advertising agencies are on the list of creditors of the Quest-Shon Mark Brassiere Co., which has filed a petition to effect a 100% arrangement under Chapter 11 of the Bankruptcy Act. The company lists liabilities of \$487,472 and assets of \$475,647.

Harry J. Jacknick & Co., the Quest-Shon Mark agency since 1944, stopped placing ads in May of this year. Only subway cards were used in 1951, and this billing has been paid, Mr. Jacknick told AA. About a month ago, however, the agency did some photographic and display work for Quest-Shon Mark which has not as yet been paid for.

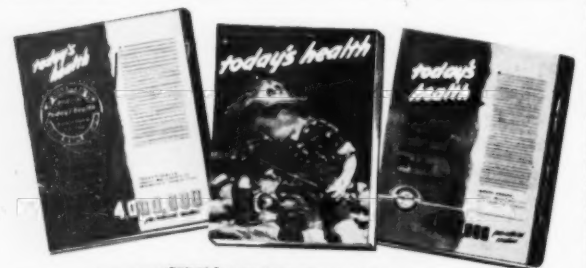
The total claim will be about \$1,100, Mr. Jacknick said. He plans to resign the account—which billed about \$75,000 last year—shortly.

Realservice Advertising has filed a \$688 claim against the company for classified help wanted ads which it placed. Groww Printing Co. has entered a claim for \$1,699.

■ **'American Girl' Ups Rates**

American Girl has announced a "cost of living" increase in advertising rates, to become effective Jan. 20. The b/w page rate will be increased from the present \$1,250 to \$1,400; second and third covers from \$1,500 to \$1,700, and the back cover from \$1,800 to \$2,200. Other space rates will be increased proportionately.

JUST ASK FOR MARIE:
Call WAbash 2-9635 and ask for Marie Malze on your next multi-graph, mimeograph, addressing or mailing job. Quick pick-up and delivery, fast and accurate work, plenty of experienced personnel, charges always in line. THE LETTER SHOP, Inc., 431 S. Dearborn St., Chicago 5. (Now in our 23rd successful year.)



the Right Combination



TODAY'S HEALTH, the Health Magazine of the American Medical Association offers you a proved market by every standard of comparison. Ask for the 1951 Reader Audience Study and Identifying Emblem Merchandising Helps. These will bring the complete facts on which we believe you will add TODAY'S HEALTH to your 1952 National Advertising schedules.

today's health
AMERICAN MEDICAL ASSOCIATION
535 North Dearborn Street
Chicago 10, Illinois

4,000,000 health-minded readers



America's finest
photoengraving plant
Collins, Miller &
Hutchings INC.

207 North Michigan, Chicago

NEWS COVERAGE of Localities in the Buffalo Market

Williamsville for instance:



A residential suburb of Buffalo especially attractive to business and professional families, Williamsville is home to 4624 people. 3653 copies of the Buffalo Evening News are bought in Williamsville daily

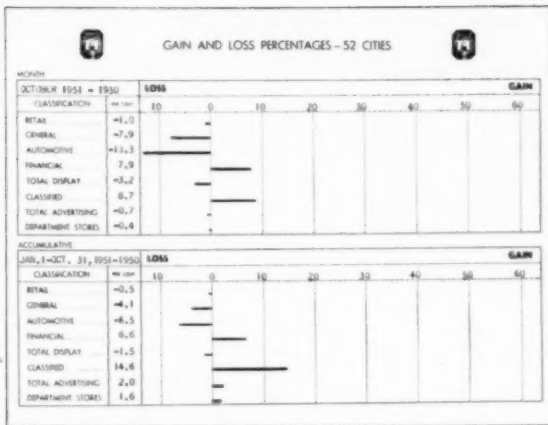
Sell the News Readers and you sell the **WHOLE BUFFALO MARKET**

BUFFALO EVENING NEWS

EDWARD H. BUTLER
Editor and Publisher

KELLY-SMITH CO.
National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER



OCTOBER LINAGE—October newspaper linage reports from Media Records show gains only in financial and classified advertising. Display and automotive are down for the second straight month, and general linage is off again, for the sixth consecutive month. Total newspaper linage for the month was off 0.7%.

Total Newspaper Linage Up, But National Drops

CHICAGO, Dec. 7—The nation's newspapers aren't getting as much national advertising as they were at this time a year ago, according to the latest figures released by Media Records Inc.

But despite a 4.1% drop in national advertising, total ad linage for the first ten months of the year is up 2%, and a Bureau of Advertising representative here told AA that newspapers' revenue for the year would, for the sixth consecutive time, set an all-time high, thanks principally to rate increases put into effect by many papers during the year.

These rate increases are partly responsible for the decrease in national advertising linage, the BofA feels, because many companies have stuck to their same budget and merely decreased the amount of space they were using.

Another factor contributing to decreased national linage, in the bureau's opinion (and in the opinion of at least one Chicago newspaper queried by AA) is the practice of national advertisers placing ads over local retailers' signatures, thus getting the lower local rate. This advertising thus falls into the retail category, instead of general. Retail linage for the first ten months is off 0.5%, according to Media Records.

Two Chicago newspapers report a heavy drop in publication—principally magazine—advertising in their papers. Other papers report substantial losses in radio and television set and "big-ticket" appliance advertising, particularly on washers, dryers, ironers and refrigerators.

Television is the culprit, in the opinion of one paper's advertising director, who attributes the decrease in grocery, medical and tobacco products linage to the fact that many companies in these three fields have transferred some of their newspaper funds to TV advertising.

Automotive advertising, which is measured separately from general (national) ad linage by Media Records, has taken the sharpest dip—6.5% for the year to date—and if cutbacks in automobile production continue this linage undoubtedly will drop still more.

Goebel Signs Detroit Tigers

Goebel Brewing Co., Detroit, has signed to broadcast all games of the Detroit Tigers over a 36-station network next season. Brooke, Smith, French & Dorrance, Detroit, is the agency.

Salesmen's Rate of Commission Frozen, Says Salary Board

WASHINGTON, Dec. 6—General Salary Stabilization Reg. No. 5 issued this week holds that employers may not increase rates of commission paid to outside salesmen and other employees who receive commission on sales or business transactions.

The regulation does, however, provide for increases in drawing accounts and salaries chargeable against commissions.

The freeze on commission rates is necessary, the Salary Stabilization Board said, because higher commission rates would result in increased selling costs.

Increases in salary and drawing account against commission were authorized, the board continued, to protect sales employees in industries in which shortages of goods and services have taken place or may take place.

Under the adjustment provision, sales employees compensated only by commission may receive a drawing account or salary against the commission up to 77% of their total earnings in 1950, or the average for three of the five years 1946-1950. If the drawing account or salary eventually exceeds total earned commission, the employer may make an annual charge-off.

Employees who have been on a salary-plus-commission basis may receive increases in salary up to 77% of total salary and commissions in 1950, or the average of any three years between 1946 and 1950.

The order permits employers to continue past practices in regard to sales contests and prizes, and clears the way for additional compensation to cover actual increases in expense items incurred by salesmen.

While rates of commission are frozen, nothing in the regulation prevents variations in earnings which result from normal operation of the system of commission, the board noted.

Copies of General Salary Stabilization Reg. No. 5 may be obtained by writing the Salary Stabilization Board, Federal Security Bldg., South, Washington 25.

Two Companies Settle Suit

The three-year-old patent infringement suit Sunbeam Corp., Chicago, has been conducted against Dormeyer Corp., Chicago, has been settled out of court through payment of a "substantial" amount by Dormeyer to Sunbeam. Dormeyer also has arranged for a license from Sunbeam covering the manufacture of food mixers of certain design.

Last Minute News Flashes

Colgate Sets Supermarket Push for Dental Cream

NEW YORK, Dec. 7—Colgate-Palmolive-Peet Co. is launching a four-week national supermarket promotion for Colgate Ribbon dental cream, which it says is the "largest selling brand item in the entire toilet-articles industry" (reportedly between 40%—50% of all dentifrices), on Jan. 15. Point of sale displays, posters and banners will be made available to supermarkets. The promotion will be backed by advertising in radio, television, newspapers and magazines and business publications. Ted Bates & Co. is the agency.

Garroway Will Launch Early Morning TV Show

CHICAGO, Dec. 7—Dave Garroway on Jan. 7 will launch a new two-hour early morning TV show on NBC titled "Today," featuring world news, weather and time reports and interviews with celebrities. Garroway will perform for three hours, with the first two hours aired in eastern cities from 7 to 9 a.m. and the last two hours in midwestern markets. Price tag of a once-a-week quarter-hour for 13 weeks is \$90,000. Garroway's Dial soap radio show goes network Dec. 10 and, like the TV show, will originate from New York.

AFA Campaign Spreads to Foreign Countries

NEW YORK, Dec. 7—The current (fourth) campaign for public understanding of advertising, sponsored by the Advertising Federation of America, has reached extensive international proportions. Newspapers in Finland, Sweden, India, Arabia, Israel, the Philippines, Holland, England and Canada have requested and are using translations of the current theme, "Advertising gives you more value for your money." More than 5,000 newspaper mats and 6,300 radio transcriptions are being used in the U. S. and Canada for the promotion.

Alaska Airlines, Merry Mfg. Co., Name Beaumont

SEATTLE, Dec. 7—Alaska Airlines, which operates between Portland, Seattle, Fairbanks, Anchorage and other Alaskan cities, and Merry Mfg. Co. of Edmonds, Wash., have appointed Beaumont & Hohman to direct their advertising. Alaska Airlines uses on-line newspapers and Merry Mfg. will use shelter and garden publications to promote its rotary cultivator.

Wolcott Named A. M. of GE's Chemical Division

NEW YORK, Dec. 7—A. T. Wolcott, advertising manager, chemical division of General Electric Co., Pittsfield, Mass., has been appointed manager of media relations of GE, effective Jan. 1. He succeeds George W. N. Riddle, who resigned to become director of development of Putnam Publishing Co.

'Newsweek' Account Going to Scheideler

NEW YORK, Dec. 7—Scheideler, Beck & Werner takes over the Newsweek account on Jan. 1. The magazine was last with Lennen & Mitchell. Joseph Scheideler, president of SB&W, previously handled the Newsweek account at the Duane Jones Co. and at Tracy-Locke-Dawson.

D-F-S Seeks Slot for GM; Other Late News

● Dancer-Fitzgerald-Sample is attempting to clear an acceptable lineup of TV stations for a new 15-minute Monday through Friday daytime series for General Mills, Minneapolis, to start early next year.

● Popular Photography drops the word "Popular" from its name with the January issue, on newsstands Dec. 11.

● Donald J. Walsh, formerly circulation manager of the Chicago Herald-American, has been appointed business manager of the newspaper.

● Bob McNeil, formerly with Biow Co., New York, in the radio and TV department, has joined the executive staff of W. Earl Bothwell Inc., New York.

BBB Association Presents Plaque to C. B. Larrabee

CHICAGO, Dec. 7—The Assn. of Better Business Bureaus' board of governors, meeting here this noon, presented an illuminated plaque to C. B. Larrabee, president and publisher of Printers' Ink, in recognition of the 40th anniversary of the Printers' Ink Model Statute, an advertising law which makes it a misdemeanor to advertise false or deceptive claims, and which serves as a basic tool for the country's 91 BBBs.

Presentation was made by John N. Garver, Buffalo banker and NBBB board chairman. In accepting the plaque, Mr. Larrabee paid special tribute to "the advertising media who support the bureaus. This is a fine example of self-policing."

But, Mr. Larrabee warned, "we face a very serious problem not only for advertising, but for American business. We must be more aggressive in our efforts to marshal the opinion of others who feel as we do. We must convince still others of the danger to business by tolerating advertising abuses."

McComb Named Ad Manager

Warner Brake & Clutch Co., Beloit, Wis., has appointed Donald R. McComb advertising manager.

Vogeler Promotes Defense Bonds as Blw to Communism

CHICAGO, Dec. 7—Robert Vogeler, assistant v.p. of International Telephone & Telegraph Co., whose 17-month imprisonment in communist Hungary became a worldwide issue, told directors of the Outdoor Advertising Assn. of America and their guests here today that purchase of defense bonds is a way to control inflation and fight communism.

"Communism knows it cannot exist along with freedom and capitalism," said Mr. Vogeler. "The Reds are hoping to see America, the strongest country in the world, destroyed by inflation. When we buy defense bonds, we are aiding in controlling inflation and thus making the attacks of Communists and their little brothers in this country less likely to succeed."

Mr. Vogeler's appearance at the outdoor meeting was arranged on the tenth anniversary of Pearl Harbor by Harold Eves, outdoor advertising executive who is now consultant to the defense bond division of the Treasury Department.

Loveton Joins Creamer

Edward Loveton, formerly with Benton & Bowles, New York, has been appointed media director of Creamer & Co., Los Angeles.

Harold Ross of 'The New Yorker' Is Dead at 59

BOSTON, Dec. 7—Harold Ross, the Colorado kid who bounced off a succession of small-city newspapers and sedate magazines to found advertising's fount of sophistication, *The New Yorker*, died yesterday evening at New England Baptist Hospital, following a lung operation. He was 59.

In the 26 years *The New Yorker* has been published, Mr. Ross had achieved a paradoxical status in the publishing business—a legendary misanthrope who presided grimly over just about the most sparkling wits in the writing business. His irascibility was famous—yet the magazine mixed malice with humor—antic, complex and droll. The interior workings of the editorial department were supposed to be disorderly, aimless and frantic—yet the finished product had jeweled perfection and taut precision, as if it had been put together with micrometers.

For the time being, no successor to Mr. Ross will be named, a spokesman said today. During his absence—he had been away from the office for the past eight months—the group of senior editors and R. H. (Hawley) Truax, v.p. and treasurer, have supervised the operation.

Mr. Ross was not a stockholder of any importance in F-R publications at his death (the F in the company name is for Raoul Fleischmann, who angeloed the magazine in 1925, dropped some \$500,000 into it during three long, losing years, and now is the largest stockholder as well as president).

Along with a sharp concept of what the magazine should be (his initial prospectus called out such readers as the "old lady in Dubuque") Mr. Ross had a keen talent for developing writers. The original members of the Thana-topsis Literary & Inside Straight Club, an Algonquin coterie, were the first staffers—Robert Benchley, Alexander Woolcott, Marc Connelly and others. But the new *New Yorker* school—Liebling, Gibbs, Newhouse—were largely Ross finds, and he prided himself on his ability to dig up new talent.

Similarly, *The New Yorker* grew to be a kind of ultima Thule for the cartoonist, and reputations were made by the number of appearances the cartoonist had to his credit between its hallowed covers.

On the other hand, Mr. Ross was a self-effacing person, forbade his name to be used in the magazine, and the new biography of the editor and magazine (since no one seemed to be able to separate them), "Ross of *The New Yorker*," was unable to buy advertising space in the magazine it describes.

If Mr. Ross was effacing within the magazine, he bristled in print—at one time or another he tangled with Winchell (who still gibes at the magazine) and with De Witt Wallace of *Reader's Digest*. Mr. Ross objected to the *Digest's* practice of planting and later digesting magazine articles (a section of the Wallace profile was headed, "Plant you now, dig you later") and finally jerked his magazine off the reprint list, snorting that the practice "gives us the creeps."

Announces New Rates

House Beautiful has announced a new window shopping rate structure, effective April, 1952. In addition to the one-twelfth and one-sixth page units, which remain the same, the magazine offers a quarter page rate of \$690, half-page, \$1,380, and full-page, \$2,760.

Hearst Ad Service Reports City Sales

NEW YORK, Dec. 5—Hearst Advertising Service has come up with a new job of research called "A Sales Analysis of the 88 Major Markets of the U. S."

Regarded by HAS as non-competitive, the study underscores the idea that "sales success lies in a concentration of [advertising] effort where people and money are concentrated." The analysis shows the major market potential in terms of population and sales.

The importance of each market (including a total of 93 or 94 corporate cities) is given in a listing which shows population, number of families, total retail sales, food store sales, drug store sales, effective buying income, and other data. Implicit in the study is the idea that mass use of newspapers as an advertising medium will give excellent coverage of the major mar-

kets. "Media considerations to one side," said Edward B. McDonald, research director for Hearst Advertising, "this analysis provides an approach to national and local markets." He said the study, just printed, is available to advertisers and agencies.

Gold Seal Buys Program

Weissglass Gold Seal Dairy Corp., through Zlowe Co., New York, is sponsoring a 30-minute western film, "Six-Gun Playhouse," Saturdays at 6 p. m., EST, over WPIX, New York. The company's entire line of home and store delivered milk products and Gold Seal ice cream products will be promoted.

Columbia Shifts Hawley

Tom Hawley, who has been working in spot sales for Columbia Broadcasting System, New York, for nine months, has been transferred to the network sales staff of the CBS radio division.

Boxscore of Major Markets Sales Rankings

Population	Total Retail Store Sales	Food Store Sales	Gen.-Merch. Store Sales	Furn.-Home-Decor. Store Sales	Auto. Store Sales	Farm. Equip. Store Sales	Dry Clean. Store Sales	Liquor Store Sales	Net Effective Buying Income	Wholesale Sales
New York, N. Y.	1	1	1	1	1	1	1	1	1	1
Chicago, Ill.	2	2	2	2	2	2	2	2	2	2
Philadelphia, Pa.	3	3	3	3	3	3	3	3	3	3
Los Angeles, Cal.	4	4	4	4	4	4	4	4	4	4
Detroit, Mich.	5	5	5	5	5	5	5	5	5	5
Boston, Mass.	6	6	6	6	6	6	6	6	6	6
San Francisco, Cal.	7	7	7	7	7	7	7	7	7	7
Pittsburgh, Pa.	8	8	8	8	8	8	8	8	8	8
Cleveland, O.	9	9	9	9	9	9	9	9	9	9
St. Louis, Mo.	10	10	10	10	10	10	10	10	10	10
Atlanta, Ga.	11	11	11	11	11	11	11	11	11	11
Washington, D. C.	12	12	12	12	12	12	12	12	12	12
Milwaukee, Wis.	13	13	13	13	13	13	13	13	13	13
Baltimore, Md.	14	14	14	14	14	14	14	14	14	14
Minneapolis, Minn.	15	15	15	15	15	15	15	15	15	15
Buffalo, N. Y.	16	16	16	16	16	16	16	16	16	16
Memphis, Tenn.	17	17	17	17	17	17	17	17	17	17
Houston, Tex.	18	18	18	18	18	18	18	18	18	18
Kansas City, Mo.	19	19	19	19	19	19	19	19	19	19
Portland, Ore.	20	20	20	20	20	20	20	20	20	20
Dallas, Tex.	21	21	21	21	21	21	21	21	21	21
Charlotte, N. C.	22	22	22	22	22	22	22	22	22	22
Birmingham, Ala.	23	23	23	23	23	23	23	23	23	23
Des Moines, Ia.	24	24	24	24	24	24	24	24	24	24
New Orleans, La.	25	25	25	25	25	25	25	25	25	25
St. Paul, Minn.	26	26	26	26	26	26	26	26	26	26
Indianapolis, Ind.	27	27	27	27	27	27	27	27	27	27
Nashville, Tenn.	28	28	28	28	28	28	28	28	28	28
Providence, R. I.	29	29	29	29	29	29	29	29	29	29
Louisville, Ky.	30	30	30	30	30	30	30	30	30	30
Toledo, O.	31	31	31	31	31	31	31	31	31	31
Oklahoma City, Okla.	32	32	32	32	32	32	32	32	32	32
Columbus, O.	33	33	33	33	33	33	33	33	33	33
Seattle, Wash.	34	34	34	34	34	34	34	34	34	34
Portland, Ore.	35	35	35	35	35	35	35	35	35	35
Knoxville, Tenn.	36	36	36	36	36	36	36	36	36	36
Little Rock, Ark.	37	37	37	37	37	37	37	37	37	37
Rochester, N. Y.	38	38	38	38	38	38	38	38	38	38
Denver, Col.	39	39	39	39	39	39	39	39	39	39
Dayton, O.	40	40	40	40	40	40	40	40	40	40
Omaha, Neb.	41	41	41	41	41	41	41	41	41	41
Jacksonville, Fla.	42	42	42	42	42	42	42	42	42	42
El Paso, Tex.	43	43	43	43	43	43	43	43	43	43
San Antonio, Tex.	44	44	44	44	44	44	44	44	44	44
Albany, N. Y.	45	45	45	45	45	45	45	45	45	45
Hartford, Conn.	46	46	46	46	46	46	46	46	46	46
Grand Rapids, Mich.	47	47	47	47	47	47	47	47	47	47
Fort Worth, Tex.	48	48	48	48	48	48	48	48	48	48
Miami, Fla.	49	49	49	49	49	49	49	49	49	49
Syracuse, N. Y.	50	50	50	50	50	50	50	50	50	50
Mobile, Ala.	51	51	51	51	51	51	51	51	51	51
Shreveport, La.	52	52	52	52	52	52	52	52	52	52
Tampa, Fla.	53	53	53	53	53	53	53	53	53	53
San Diego, Cal.	54	54	54	54	54	54	54	54	54	54
Norfolk, Va.	55	55	55	55	55	55	55	55	55	55
Chattanooga, Tenn.	56	56	56	56	56	56	56	56	56	56
Montgomery, Ala.	57	57	57	57	57	57	57	57	57	57
Wichita, Kan.	58	58	58	58	58	58	58	58	58	58
Savannah, Ga.	59	59	59	59	59	59	59	59	59	59
Salt Lake City, Utah	60	60	60	60	60	60	60	60	60	60
Springfield, Mass.	61	61	61	61	61	61	61	61	61	61
Spokane, Wash.	62	62	62	62	62	62	62	62	62	62
Worcester, Mass.	63	63	63	63	63	63	63	63	63	63
Youngstown, O.	64	64	64	64	64	64	64	64	64	64
South Bend, Ind.	65	65	65	65	65	65	65	65	65	65
Evansville, Ind.	66	66	66	66	66	66	66	66	66	66
Phoenix, Ariz.	67	67	67	67	67	67	67	67	67	67
Tulsa, Okla.	68	68	68	68	68	68	68	68	68	68
Richmond, Va.	69	69	69	69	69	69	69	69	69	69
San Francisco, Cal.	70	70	70	70	70	70	70	70	70	70
Dayton, Ohio	71	71	71	71	71	71	71	71	71	71
Ft. Wayne, Ind.	72	72	72	72	72	72	72	72	72	72
Bridgport, Conn.	73	73	73	73	73	73	73	73	73	73
Tacoma, Wash.	74	74	74	74	74	74	74	74	74	74
New Haven, Conn.	75	75	75	75	75	75	75	75	75	75
Phoenix, Ill.	76	76	76	76	76	76	76	76	76	76
Albany, Pa.	77	77	77	77	77	77	77	77	77	77
Canton, O.	78	78	78	78	78	78	78	78	78	78
Saratoga, Pa.	79	79	79	79	79	79	79	79	79	79
Ft. Mich.	80	80	80	80	80	80	80	80	80	80
Utica, N. Y.	81	81	81	81	81	81	81	81	81	81
Baton Rouge, La.	82	82	82	82	82	82	82	82	82	82
Corpus Christi, Tex.	83	83	83	83	83	83	83	83	83	83
Austin, Tex.	84	84	84	84	84	84	84	84	84	84
Hendrix, Pa.	85	85	85	85	85	85	85	85	85	85
Erie, Pa.	86	86	86	86	86	86	86	86	86	86
New Bedford, Mass.	87	87	87	87	87	87	87	87	87	87
Waterbury, Conn.	88	88	88	88	88	88	88	88	88	88

—Hearst Advertising Service

KEY TO THE TEXTILE INDUSTRY

- BROAD MARKET** → Nearly 7300 textile units—over a million employees—spending billions annually. Firms that are the nation's top dividend payers, accounting for tremendous expenditures for building, modernizing and equipping. Textiles is a broad, profitable market where purchasing is concentrated among top key men, the majority of them regular Reporter readers.
- READ BY KEY MEN** → Reporter editorial policy is aimed specifically at textile's top management—production, engineering, purchasing and supervisory executives. Men who decide on raw material and maintenance expenditures as well as large capital investments—your best and most important prospects.
- READER INTEREST** → Continued loyalty—exemplified by testimonials and figures. ABC five-year averages show: Home delivery 38.5%—Renewals 74.75%—1 Year renewals 75.23%—Direct mail subscriptions 65.13%. All with an annual subscription price—twice other textile publications.
- EDITORIAL POLICY** → Delivering the technical as well as current industrywide news each week, when it is of greatest use, the Reporter's aggressive editorial policy enjoys national recognition. With over 50% average reading space each week your advertising gains greater display—a better chance of being read.

AMERICA'S TEXTILE Reporter 286 Congress St Boston 10, Mass. CHICAGO, ILL.

"Public Relations in the Public Interest"

PUBLIC RELATIONS CONFERENCE sponsored by The New York Chapter, Public Relations Society of America and New York University

December 12, 1951, at New York University, Lassman Hall, Commerce Building, Washington Square, N. Y. C.

12:45 - 2:15 P.M.

Luncheon: Speakers: (1) Ralph S. Trigg, Deputy Administrator, Defense Production Administration: "Public Relations Ethics of Pressure Groups," and (2) Spruille Braden, Chairman of New York City Anti-Crime Committee, Former Asst. U. S. Secretary of State: "The Rockets vs. Business."

2:30 - 5:00 P.M.

Dr. Edward Lindeman, Session Chairman "Building Better Schools—The Battle Against Apathy"—A panel discussion, Roy E. Larsen, President, Time, Inc. and Chairman National Citizens Committee for the Public Schools, Chairman. "Telling the People About Medicine"—Dr. Iago Caldston, Secretary, Medical Information Bureau, New York Academy of Medicine. "Public Opinion and America's Foreign Policy"—Francis Russell, Director, Public Affairs Division, United States Department of State.

PROGRAM

10:00 A.M. - 12:30 P.M.

"The Human Relations of Public Relations"—Professor Ormond J. Drake, Assistant Dean, College of Arts and Science, New York University.

"Serving the Public—The New Public Relations"—A panel discussion and a series of case histories.

"5 Million Stockholders—A New Opportunity for Public Relations"—A panel discussion, Louis Engel, Merrill Lynch, Pierce, Fenner & Beane, Chairman.

"Public Opinion Problems in the Progress of Science"—William L. Laurence, New York Times.

Admission \$6.00 (all events) \$3.00 (Luncheon only) The public is cordially invited.

For tickets write or phone Win Nathanson, 60 East 42nd Street, New York 17, N.Y., MU 2-6560.

'McCall's' Gives Awards

At the annual midyear meeting of the Super Market Institute in Hollywood Beach, Fla., the 18 top supermarket ads of 1951 were honored with gold medal awards. The awards, sponsored by McCall's for the third year, were given in four classes: community service, customer relations, agricultural service and national brands. Three volume classes of supermarkets were considered. Citations for excellence in "informing the consumer" were made to 79 advertisements.

'Cosmopolitan' Adds Two

Norman J. Greer, formerly with American Weekly, and Keith J. Havorka, last with American Legion Magazine, have joined the sales staff of Cosmopolitan. Mr. Greer is located in New York, specializing on drug accounts. Mr. Havorka is with the western advertising staff in Chicago.

New Panel Show Bows

Bendix Home Appliances, division of Avco Mfg. Co., South Bend, Ind., and C. A. Swanson & Sons, Omaha, are alternating as sponsors of the new Goodson-Todman panel production, "The Name's The Same." Robert Q. Lewis is emcee for the show which is televised Wednesdays at 7:30 p. m., EST, over ABC.

Armour Promotes Esser

L. F. Esser, formerly assistant manager of the canned food sales department of Armour & Co., Chicago, has been named sales manager of its household soap department, succeeding J. R. Herd, who recently was promoted to soap division general manager.

WMAR-TV Promotes Braun

Ralph T. Braun, who has been on the station's staff since Octo-

ber, 1950, has been named promotion manager of WMAR-TV, Baltimore.

U. S. Pat. Reg. No. 321,336

One Call for All!

FUEL-DOOR Gas CONVERSION BURNER

FROM THE BASIC IDEA TO THE FINISHED DISPLAY

River Raisin
DIMENSIONAL DISPLAYS

RIVER RAISIN PAPER COMPANY
DISPLAY DIVISION • MONROE, MICHIGAN

This Week in Washington . . .

Politico-Institutional Ads Stir Talk

By STANLEY E. COHEN
Washington Editor

WASHINGTON, Dec. 6.—Wise guys who play with fire often escape unharmed. Other times they burn the house down.

Take the corporations which decided to run provocative "institutional" ads in Ohio during last year's senatorial race. Undoubtedly they felt justified in offering the public the benefit of their wisdom about issues of the day—particularly since the Bureau of Internal Revenue considered their ads a legitimate business expense.

However, Ohio Democrats were not grateful. Last week they told the Senate elections committee these ads were a not-too-thinly-veiled assist for Sen. Robert A. Taft. They suggested that Congress find a way to prevent politically slanted institutional copy from qualifying as a tax deduction.

Democrats, of course, soft-pedaled the sub rosa help they were receiving during the Ohio campaign. Nevertheless, the prospect of a rash of slanted institutional ads during next year's presidential race has created something of a stir.

At the present time, Internal Revenue does not distinguish one institutional ad from another, on the grounds that it cannot set itself up as a "censor" of advertising copy. The bureau recognizes, for tax purposes, any reasonable amount of advertising a business man considers necessary for his business.

Chances are that Congress, with all its wisdom, won't be able to improve on the internal revenue formula.

However, there is more than one way to skin a cat, and the amateur politicians among the corporate elite ought to go easy. These same congressmen who feel the right to advertise is being abused have the final say on such topics as tax and postal rates.

Lower echelon federal officials are cheering on congressional investigators who are uncovering "fixers" in key places. Over lunch-rooms tables and in private homes, "career" workers discuss fixes which frustrated their work, wrecked the morale of critical agencies and drove good men out of government.

Many conscientious government people, in sensitive positions, refuse even to accept a free lunch. For example, a Justice Department attorney who negotiates settlements of important cases:

"After a tough morning of give-and-take, opposing counsel will often propose lunch at the Statler," he says. "I invariably refuse. Over lunch, we would get on an informal basis. In the afternoon, I might be more lenient than the facts justify."

The Navy Department tells its procurement officers: "Don't accept any favor you can't afford to return. In other words, if a visitor buys you a lunch, be prepared to buy one in return."

Returning Congress will undoubtedly get a presidential demand for another postal rate hike next year. Action in 1952 is doubtful, however.

Chances are the next postal rate increase will not come until 1953, but will be a big one. Congressional sentiment is swinging toward 4¢ first class as the only way to put a big dent in deficits which are exceeding a rate of \$600,000,000 a year.

It's also probable that Congress will pad 4¢ first class with further increases for second and third class.

Critical shortages of nickel and copper have 1952 consumer goods production plans "up in the air." Mobilization chief Charles E. Wilson is determined to keep durables "in business." Defense officials contend arms schedules will lag unless durables are brought to a halt.

The ultimate decision is with President Truman, and can't be predicted. It's the kind of a choice which makes the presidency a distasteful chore. Shutdown of durables to save nickel and copper would result in surpluses of steel. The resulting unemployment and dislocations would be difficult to handle.

Considering the fact that half the nation's 155,000,000 persons live within range of TV stations, FCC's fan mail is amazingly light. Last month, the commission had 149 letters complaining about TV. Half objected to indecency, obscenity or profanity, while one-third complained about advertising of alcoholic beverages.

The FCC had 299 complaints about radio broadcasts. Of these, 240 objected to advertising of alcoholic beverages.

Hardly a ground swell.

Hillman Issues New '51 Reader Survey Report

NEW YORK, Dec. 7.—Hillman Women's Group has published its 1951 reader study, showing preferences of the Hillman readers for specified types of toiletry items and wearing apparel.

The 80-page report covers a wide range of product preferences, including such things as baby care products; body hygiene needs; eye makeup; face makeup; hair care items; hand care products; mouth care requisites, and skin care needs.

Questionnaires were inserted in about 20% of the May issues of each of the magazines shipped for newsstand sale and readers were offered a Lilt home permanent kit for responding. About 2,000 returns were used in the tabulation, made by Fact Finders Associates.

Possibly in part because of the premium offered for responding, a large number of Hillman publication readers said they use Lilt. Toni still dominates the home permanent wave market, with 59.9% of the users of home permanents favoring the product. Lilt received 24.9% of the votes, Hudnut 10.9%, Rayve 5.1%, and others less than 2% each.

When asked how many dresses they purchase annually, about 26% of the readers said three or fewer; about 45% said between four and six, and 29.5% said seven or more. The median price paid is \$8.72.

More than 57% said they purchase suits, and the median price paid for these garments is \$26.51. More than 76% buy blouses, and the blouse buyers buy a median of four blouses a year and pay a median price of \$3.80.

Almost all readers use toilet soap for face and hands, and Lux still leads the list, with 29.7%. Next are Ivory, 17.3%; Camay, 15.1%; Palmolive, 10.2%; Sweetheart, 6.8%; Cashmere Bouquet, 6.5%, and other brands less than 6% each.

Lux also is favored as a toilet soap for the bath, with Ivory, Camay, Dial (11.9%), Palmolive, Cashmere Bouquet, Sweetheart,

Lifebuoy, Woodbury and Avon following Lux, in that order.

A total of 91.2% of the Hillman Women's Group readers use a deodorant or anti-perspirant. Mum is the favorite of 22.8% of the users; Arrid is next, with 14.6%; and then Avon, 11.5%; Fresh, 7.8%; Veto, 7.6%, and Stopette, 5.7%.

In the lipstick preference list (89.6% use lipstick), Avon is first, with 17% of the users; Revlon is preferred by 16.7%; Max Factor by 12.6%; Ponds by 9.1%; Coty by 7.2%; Tangee by 5.1%; Woodbury by 3.3%; Evening in Paris by 2.5%; Helena Rubenstein by 2.4%; House of Stuart by 2%; Hazel Bishop by 2%, and others less than 2% each.

Only a few perfumes have established themselves with any sizable share of the Hillman market. Leading brands, with the percentage mentioning them, are: Evening in Paris, 19.6%; Avon, 14.7%; Coty, 9.8%; Tabu, 7.6%; Tweed, 5.5%; Faberge, 3.0%; Blue Waltz, 2.3%; Chanel, 1.9%; Yardley, 1.7%; Lenthéric, 1.7%; Tussy, 1.5%; Old Spice, 1.4%; Lucien LeLong, 1.3%; Helena Rubenstein, 1.3%; White Shoulders, 1.2%; Dana, 1.1%, and "all others," 26.9%.

McGuire Joins ABC-TV

John W. McGuire, previously director of advertising of Anahist Co., Younkers, N. Y., has joined American Broadcasting Co., New York, as an account executive in the TV sales department.

Steel Joins U. S. Steel

U. S. Steel Corp. has appointed Julian Street Jr., former newspaper man and foreign correspondent, as a special assistant on the company's New York public relations staff.

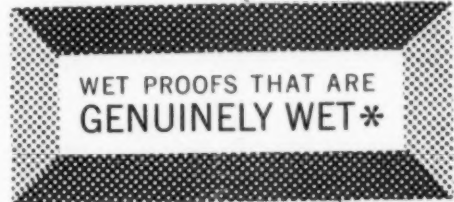
Transferads Gets Buyers

Chicago Transferads, the company set up earlier this year to sell advertising on the back of Chicago Transit Authority transfers (AA, June 18), has sold out its space for the first 13 weeks of 1952. Four sponsors in the fields of radio-TV, food and drug store product advertisers have signed for the service, although the company would not reveal their names at the present time. The "Smile-

a-Day" editorials are running at present without advertising, which will be added starting Jan. 4.

Welch Joins Burton Browne

Jean Welch, formerly assistant advertising director of American Phenolic Corp., Chicago, plastics manufacturer, has been appointed a technical writer for Burton Browne Advertising, Chicago agency specializing in industrial and electronic accounts.



* Every set of plates intended for four color wet edition printing is both flatted and final proofed on modern four color 'wet' proofing presses.



Engravers, Inc.

Beautiful Color Work • Outstanding Black & White
600 W. Van Buren Street, Chicago 7
Telephone STate 2-5367



THIS PICTURE TELLS WHY

MANY ADMEN ... have a personal subscription to Advertising Age mailed to their home

There are two ways to read Advertising Age . . . One way is to scan it quickly, in the midst of office turmoil, for its highlights of what's going on in the business . . . The other way is to study and digest thoroughly its factual reports and feature articles, and to meditate on the ~~the~~ in terms of your job and your business. Many admen, for the reason illustrated above,

have a personal subscription of AA sent to their homes. They read it carefully from front page to back. Says Don Smith, Advertising Manager of Wilson & Co., Inc.: "I read practically every word of Advertising Age, and benefit more from reading it than any other publication." The coupon below will bring a personal subscription to your home, plus a FREE compilation of James D. Woolf's widely acclaimed articles.

FREE with your home subscription

Advertising Age
Dept. D.10, 200 E. Illinois St., Chicago 11, Ill.
Please enter my 1-year subscription to Advertising Age and mail it to my home address. I am to receive FREE your new compilation of the best of the "Salesense" articles by James D. Woolf.

My Name _____
Street Address _____
City _____ Zone _____ State _____
 My check for \$3 is enclosed. Bill me later.

**Makes a hit with retailers because it meets
today's changed retail conditions—**

The Chicago Tribune Consumer-Franchise Plan!



CHANGES in today's retail selling conditions put added responsibility on advertising. Promotion must create a consumer franchise—assuring a substantial share of the day-in and day-out buying by consumers, relatively undisturbed by competition.

Retailers do not get excited over a line that does not excite their customers. They stock and push what their customers want to buy.

More than ever, selling the retailer calls for selling the customers outside the home. From its study of selling in Chicago, the Chicago Tribune

has developed a sound procedure that can produce additional sales and a stronger market position for your brand.

This procedure enables you to cash in on the growing trend to fewer brands per line per store and the increased reliance on self-service retailing.

It is based on the retailer's need for higher volume and faster turnover to meet his rising costs.

Highly successful in Chicago, the plan can be used in any market. It produces larger orders and cuts delivery expense. It gives you the benefit of the retailer's own promotion

without resort to deals, premiums, cut prices or special discounts.

If you bear the responsibility for immediate sales of your product, or are concerned with long range planning for continued company success, this plan merits your investigation.

Decide now to learn how this consumer-franchise plan can help you realize a high annual volume and a solid base for future expansion.

Your nearest Chicago Tribune representative will be glad to tell you how it can be applied in your business. Why not get in touch with him today?

CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

CHICAGO TRIBUNE REPRESENTATIVES:

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San Francisco 4
Fitzpatrick & Chamberlin
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Fitzpatrick & Chamberlin
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